

Research on Innovation of Ideological and Political Education in the Internet Age

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Abstract. With the rapid development of science and technology today, the network not only penetrate into all aspects of people's lives, but also greatly affects people's production and life, and even have had a major impact on people's thinking and behavior. The curious college students today has always been sensitive to new things. Therefore, the research of ideological and political education in universities has become an important and immediate urgent task, which means it is determined to be an extremely complex systems engineering that the network ideological and political education is inevitable in universities become. Therefore, from both the perspective of the main and object of education, innovation on ideological and political education has important and far-reaching theoretical and practical significance.

Importance of ideological and political education mechanism innovation in Internet age

Concept of the Internet age

Network is an outstanding representative of modern scientific and technological revolution; it is defined as high-speed exchange system that links various countries of the world by the computer, telecommunications technology, the sector and personal information. Times is various stages of development of the divided society in accordance with the times with certain characteristics. In view of the computer network in this era in which the pivotal position but irreplaceable, people will call it "Internet Age". A Western thinkers once said that the 19th century was the era of trains and railways, the 20th century is the era of cars and highways, the 21st century will be the era of computer networks. the concept of the Internet age proposed in this paper is based on the basis of this understanding.

Main features of the Internet

To fully understand the characteristics of the Internet age, that is to full understand of the important features of the Internet.

1) Survival state of digital, networked, information

Digital, simply put, is to change the variety of complex information, such as text, images, audio, video, etc., into a measurable text, data, and then create the appropriate model for these data, and finally put them into a series of binary code computer can recognize and stored inside the computer.

From the perspective of information resources, the network is to use computer technology, network technology and telecommunications technology to collect departments, various information resources in various fields as a whole for online users to share resources, exchange of information. In today, global network is of rapid development, countries in the world have entered the international Internet community, economic network, network management, network communications, education, networking, and global networking trends are becoming evident. With the development and improvement of high-speed broadband information network of modern human society's production, distribution, research, education, health care, entertainment and other economic and social activities will be more and more related with internet and gradually be in dependent situation[1].

Information resources are an important factor of production and strategic resources of human

society, which is the contemporary economic competition ground. Development and utilization of information resources has become increasingly attracted attention. Currently, in the competition among countries, competition for resources and information use is decisive, strategic. Therefore, information technology has become the trend of the current world economic and social development. Information technology, representative of multimedia computer technology and network communication technology, has been widely applied to various fields of social economy, and have an enormous impact on modern society, changing the way people work, learn, lifestyles and ways of thinking, triggering a series of social and economic change. The degree of information technology has become the important symbol to measure a country's comprehensive national strength in the world.

2) Operation mode of being interactive, virtual and learning

Traditional media has been considered to be one-way communication channel. One of the most important feature is that the information is produced unilaterally by the publisher and information provided, can not be provided based on their interests and requirements, users can only passively accept. At the same time, the provider can not immediately get valuable feedback from users.

The so-called virtual refers to the existence of the state of the Internet is invisible; it is in the form of knowledge, messages, sound, images, text, etc. [2]With the improvement of the three-dimensional animation and virtual reality technology, the Internet has created more and more realistic world of reality, forming another space-time concept.

Internet is a global information resource name, the amount of these resources is very large, incredibly large. No one familiar with the entire contents of the Internet, no one even clear most of the Internet. As the Internet is of wide compatibility and sharing, at the same time of accessing to information and data they need on the Internet, users can also learn for all aspects of knowledge like business knowledge, interesting knowledge, foreign languages, computers, networks, etc..

Shortcomings of traditional ideological and political education methods in Internet age

Traditional methods of ideological and political education has its own extraordinary advantages, making a significant contribution to the ideological and political education. With the continuous development of new media age, the traditional ideological and political education is inevitable to show some shortcomings. It is partly because of their own characteristics of the new media era of ideological and political education; on the other hand, traditional ideological and political education methods has not yet get to the standard in media era. As for the ideological and political education in the internet age, it is shown as in the figure 1.

Low educational efficiency

Whether ideological and political education in ideological and political education in the educational process is success or not depends on whether the the enthusiasm of the students is mobilized and the students look for knowledge and understanding of the degree of conversion, that is to see the efficiency of ideological and political education activities.

In China's traditional ideological and political education method, the first is lectures, talk, open forums and so on. Although these are face-to-face education that can promote emotional communication, it is very simple in the form. [3]By the impact of the new media age with a wide variety of ideological and political education methods, the educated may have a "reverse" psychological, educational process may be affected by mobile media, reducing the efficiency of ideological and political education. Secondly, the traditional ideological and political education method lack of educational efficiency considerations, often only care about theory, not practice-oriented aspects; on the part of the blind pursuit of qualitative evaluation of quantitative and neglect; and in many cases not attach enough attention on the status of the educated, which may cause the rebellious mind.

Dominant position of educators decline

Thought workers, as the name suggests, its main task is to educate and teach. But because of their own experience and ideological workers of different backgrounds and teaching experience for the educated one is not to achieve "equal treatment." And the nature of thinking is different from

other workers in the formal education, it is a way to educate through self-development, which is not a single work reflected in the content and results, but in the whole process. In a sense, for the educated, the quality of ideological and political education is based on the quality and charm of ideological workers themselves. The whole process of ideological and political education is mainly composed of four elements, namely, educators and the educated, the form and content of education, the interdependence between the various elements, interaction, indispensable. Educators as the main implementation of education, is one of the four elements important factor, playing a leading role in ideological and political education.

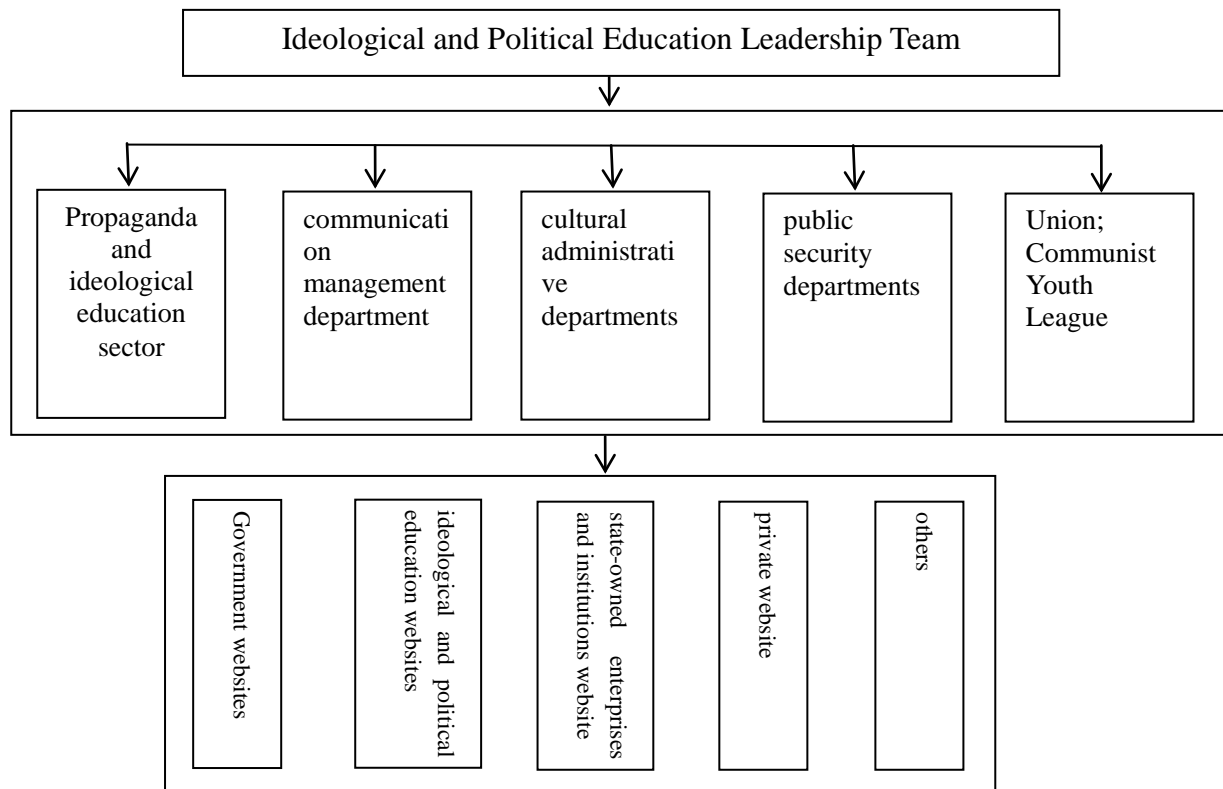


Figure1. Ideological and political education

Weakened guide

Traditional methods of ideological and political education is on the basis of Marxist philosophy. Its main task is to improve people's ideological consciousness through advocacy, organizing, mobilization of the masses adhere to the socialist direction, unite people of all nationalities to complete the glorious mission of the party's history. Theoretical basis of the traditional ideological and political education and its mission of service to promote traditional ideological and political education methods have guided political direction function. Historical practice summed up the traditional ideological and political education not only conduct scientific evaluation on people's thoughts, but also can effectively monitor and guide people's thinking, the wrong ideas to reverse the correct ideas. However, the arrival of the new media age make traditional ideological and political education face serious challenges.

Ideological and political education should be innovative in Internet Age

Innovation of the role in the ideological and political education

With the further development of the network and applications, ideological and political education work positions have gradually been broadened from the campus to the network, extending from the classroom to extracurricular. In a certain sense, this shift not only enhance the effect on education, but also put a higher demand for the ideological and political education in

colleges and universities. In the whole process of education, the ideological and political education workers have to learn to work flexibly by using a variety of methods and strategies to continuously transform and held a variety of roles. The only way to enhance the effect of education and teaching, development and innovation of ideological and political education.

1) To be students' learning mentors

In the traditional ideological and political education process, teachers work just as a disseminator of knowledge who talk to their theoretical knowledge and social experience mechanically transmitted to the students through lectures, forums, lectures, individual way. [4]In the Information Age, the educated change from passive recipients of knowledge into initiative to acquire knowledge. In addition to their teaching content from master teachers there, but also actively use the Internet to find information and resources for all aspects of their own interest. In this context, the level of development of the individual is no longer determined by the information grasped, but increasingly depends on how the network is rich in resources to enhance their self-education and self-learning ability.

2) To be students' loyal listener

Traditionally people, teachers are superior who are impossible to reach and surpass, the gap makes it difficult for students on the status before the teacher impunity express emotion, express opinions. Advent of the Internet has changed this past unequal status between teachers and students, provide a mutual respect, equality and communication platform for teachers and students. Since the online world, the identity of each person are virtual, unreal, there is no tension when face to face and concerns, students are more likely to confide in the network, stick hair emotion, to express their views. At this time, ideological and political education must change the past authority, leader's role to act as the student's age and talk to the listener to an equal status to communicate with them, understand the students and listen to the ideas, views and aspirations.

Innovation of the content of ideological and political education

In the network environment, one of the key ideological and political education innovation is content creation. Faced with the new challenges and new demands brought by the development of the times to ideological and political education, educators must not only strengthen the awareness of the times, stick to Marxism, Mao Zedong Thought and the Theory of Socialism with Chinese Characteristics and other traditional educational content basis, but also fuse network-related educational content into education in order to achieve the innovative thinking and political education content.

1) Strengthen the network of moral and legal education

Social reality is different in the online world, each person's identity and status are virtual, public opinion and people's ethics binding waning. Faced with all kinds of bad temptations in the network, a few college students are easy to make violations of ethical behavior, serious cases may violate the law, causing cybercrime. In order to better meet the development needs of the network society, and promote physical and mental health of college students, colleges and universities should take network moral education and legal education as an important content deep into the ideological and political education to enhance students' awareness of the network.

2) Strengthen the network mental health education

In recent years, with the rapid development of the Internet in universities, the network has become a indispensable important component in university. [5]At the same time, some college students tend to have symptoms such as network dependence, addiction, psychological problems of varying degrees of deformity courtship. Whether their mental is healthy or not is directly related to their ability to achieve their full development, ideological and political education is related to the ability to obtain the best results.

Summary

Ideological and political education innovation in Internet ages are studied in this paper to think deeply on the effectiveness of the Internet age to maintain ideological and political education, the role of ideological and political work. Ideological and political education innovation in Internet age

is a relatively new perspective, taking which as a starting point, this paper conduct profound analysis of the characteristics of the Internet age, discusses the necessity and urgency of innovation in ideological and political education mechanism in network era, and proposes specific ideas and methods on mechanism innovation.

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