

A Study on the Political Education Innovation in Colleges and Universities under the Background of Internet

Yongzhen Shen^{1, a}

¹Xi'an Peihua University, Xi'an City, Shaanxi Province, 710125, China

Keywords: Internet; Universities and colleges; Ideological and political education; Opportunity; Challenge

Abstract. The advent of the Internet era has brought opportunities and challenges to the ideological and political education, so the concept and content, as well as the methods and means of ideological and political education under the traditional environment have been difficult to meet the requirements of the times. Based on the author's study and practice experience, this paper firstly analyzed the challenge of Internet to the ideological and political work in universities, and then analyzed the Internet to college ideological and political education work opportunities, finally put forward the innovation path of the ideological and political education in colleges and universities under the background of Internet.

Introduction

With the rapid development of network technology, computer technology and high-speed communication technology, the new Internet environment has been formed, and the network extends to every corner of people's life, which completely overturn the people's production and life style. As the higher degree of information sites, colleges and universities not only provide new opportunities for the development of the extensive application of information technology and network technology for the ideological and political education, but also bring great challenges. Under the network environment, the problems such as how to carry out ideological and political education work in colleges and universities, how to actively promote the ideological and political education innovation and how to effectively play the function of ideological and political education are waiting to be solved by educators at college and university.

The challenge of Internet to the Ideological and Political Work in Colleges and Universities

The authority of the ideological and political educators faces challenges. In today's rapid development of the Internet, teacher's status on information superiority begins to face challenges. The Internet information collection and transmission are developed and convenient so that students can easily gain access to all the information and identify the authenticity of the information through the Internet. In contrast, educators may sometimes place themselves in a situation of information disadvantage, especially for some educators who did not accept the systematic computer trainings and failed to keep pace with the times in the development of the Internet roaring waves; as a result, they will lose the authority and influence in the process of education, which will decrease the effectiveness of ideological and political education work. In short, the information dominance of the ideological and political education workers has already been broken and their authority is facing severe challenges.

The process of ideological and political education is facing the challenge. The traditional process of ideological and political education carries out its lessons through controllable ways of the classroom instruction and individual talks. The political education workers often carefully

select the information and content; at least, they take appropriate materials with purpose and consciousness. Based on this, the students will be educated continuously with high strength in order to change students' knowledge sentiment ability and to achieve purpose of specific education. The mass of information are diffusing on the Internet, and especially there are a lot of useless information in the growing process of college students, and more difficult is the lack of effective monitoring. It is difficult to identify for parts of students who have poor ability to identify the information. Part of the network information may be completely different from the preaching of political education content, which can easily lead to their confusion; to some extent, it reduces the effectiveness of ideological and political education. The Internet is not controllable to change the traditional ideological and political education process, so it is more and more difficult to carry out the ideological and political education.

Methods of ideological and political education is facing the challenge. The traditional modes of Ideological and political education are often targeted; because of the limited scope, the feedback are more timely. But there are still many drawbacks. First of all, face-to-face talk often affected by time and place, so appropriate time and place are more effective, which give big problems to education workers. Secondly, a face to face talk affects the specific objects with very short time; once separating from such atmosphere, the appeal to students is greatly reduced. To achieve the sustained effect of ideological and political education, students need repeated education. Of course, this time-consuming education is not appropriate in the network era. In contrast, the Internet is at your fingertips, and instantaneous advantages for information retrieval are favored by students. It is not affected by time, place and occasions, students can get much information quickly and conveniently.

The Opportunities for College and University Ideological and Political Education Work Brought by the Internet

Enrich the content of the ideological and political education at colleges and universities. There is no doubt that science and technology is the first productivity. It is the promotion of science and technology to provides a cradle for the Marxism Leninism, Mao Zedong thought, Deng Xiaoping theory and other advanced theories. The Internet technology cannot be mentioned in the same breath of development, which will further enrich the development of Marx theory. At the same time, it also provides us with more vivid and highly distinctive characteristics and truth of times. From this perspective, the development of the Internet makes great contribution to the ideological and political education workers in enriching education contents and improving the influence of ideological and political education. As the fourth media, the Internet gathers the functions of words, pictures and voice transmission in one body, which greatly enriches the ideological and political education contents and injects the new energy to the ideological and political education.

Broaden the horizons for ideological and political education in colleges and universities. The concept of innovation, information, competition and the effectiveness are widely accepted by people, which undoubtedly lay good ideological foundation for the development of ideological and political works. Of course, keeping pace with the times is one of the core concepts in the ideological and political education. The Internet global circulation and spreading also open up a vast world for the ideological and political education at colleges and universities. This reflects in the following aspects: first of all, the ideological and political education is carried out from the forms of classroom to extra-curricular, and no longer confined in rigid classroom education; the flexibility of time and place solve the ideological problems of college students timely and effectively. Secondly, because the school expanded to outside, the ideological and political education work should not be confined at school in network era; we should go out of the campus, looking to the future and focusing on the students' practical life

requirements based on the social development needs.

Modernization of the ideological and political education promotion means. In the network era, the information bearing form of flexibility, which strengthens and improves the modernization of means in ideological and political education at colleges and universities. With the rapid development of Internet information age and the birth of the new youth, the traditional ideological and political education is lack of appeal and attraction. However, the Internet possesses the transmission ways of words, pictures, sound and animation in one body, which has greatly overturns the old and traditional ideological and political education methods and means and also burdens the students' horizons at colleges and universities. It also easily gains the favors of the college students who have the spirits of doubt and loving new things. It is an innovation for ideological and political education work methods and means. If you can give full play to the role of information network as an important window to understand college students' thoughts, it will greatly improve the new situation of ideological and political education. With the rapid development of the Internet, it brings great opportunities and innovations for the ways, contents and means of the ideological and political education work. The timeliness of the Internet makes the ideological and political education work being more timely and effective; it also enhances the scientific and technological contents, management contents and the cultural contents of the ideological and political education.

The Path of Innovation of Ideological and Political Education in Colleges and Universities Under the Internet Environment

The concept innovation of Ideological and political education. The key to educational innovation is the concept innovation, so the ideological and political education innovation at colleges and universities should firstly realizing the concept innovation in the network environment. The network provides a global, open platform for ideological and political education at colleges and universities with requirements on establishing the moral concepts of the globalization and democratization. On the one hand, you should use the Internet to expand the area of education and going out of regional consciousness; on the other hand, you should give full play to the initiative of students and cultivate students' perfect values so that students can initiatively collect, analyze and integrate the information; further, students can deduct the garbage information and absorb the healthy information into their individual behaviors.

The innovation of ideological and political education contents. The network information resource is abundant and comprehensive covering all areas of social lives. Further, it has comprehensive content, various form and fast spreading speed. The problems like how to make full use of the cyber source and better innovation works on the ideological and political education content at colleges and universities are the key in promoting and the ideological and political education reform at colleges and universities and functioning ideological and political education. First of all, the ideological and political education workers should get the latest information and achievements from the network, and timely make supplement of ideological and political education content; they should also make full use of words, images and records to present their works so taht to realize the digital education. Secondly, the ideological and political education should increase the network psychological education content to the college students. The network psychological education and psychological consultation service should be included at colleges and universities, and popularize the network psychological knowledge. To carry out targeted psychological education can cultivate good network psychological minds. In addition, the ideological and political education should increase the network legal education of college students with the purpose of cultivating college Students' network legal awareness, enhancing self-protection and restraint ability and establishing a correct view on the network.

The method innovation of ideological and political education in colleges and

universities. Under the network environment, the ideological and political education method innovation should achieve its development from single-way inculcation to both-way teaching. Educators hold the principle of concrete problems should be analyzed in a concrete way and adopt different methods for different objects; they also carry out the ideological and political education works so that to improve the effectiveness of the ideological and political education. Further, educators should realize the digitization for educational resources; specifically, they should transform the rich cyber source into words, image, music, animation and other digital forms, which can fully mobilize students' senses and make the teaching process being more intuitive and vivid so that to improve the teaching quality of the ideological and political Education.

The innovation on the ideological and political education front. The traditional education fronts are consist of books, newspapers, radio, television and other traditional media. Under the network environment, the traditional education has been difficult to cope with the requirements of the times. The network provides a new effective front for ideological and political education. Colleges and universities should vigorously expand the network space, and open up new ideological and political education; they should also find and expand the function of mainstream media in the ideological and political education so that to realize the value and significance of ideological and political education. On the one hand, to strengthen the construction of ideological and political education of college website, the construction site should be in line with the theme, enrich the content with the characteristics of educational entertainment in order to attract the students' attentions and let the students receive the ideological and political education influence in a relaxed and pleasant atmosphere. On the other hand, to strengthen the building of the mainstream media network at colleges and universities. To create the mainstream media is the premise and key to the development of the mainstream culture. Under the network environment, colleges and universities should timely find and expand the mainstream media in ideological and political education so that to master the rights of voice and initiative on network public front.

Summary

The Internet brings opportunities and challenges for ideological and political education at colleges and universities. In order to adapt to the new environment, the university must keep pace with the times and emancipate the mind; they also should actively promote the innovations in ideological and political education at colleges and universities, including concept, content, method and position,etc. In addition, they should open up new front and expand the space and channels of the ideological and political education, enhancing their radiation at colleges and universities so that to maintain the vitality of ideological and political education and exert the function of ideological and political education.

Reference

- [1] Wang Tongyu. University. *The Political Education at Colleges and Universities under the Internet Environment*[J].The Current Education Practice and Teaching Research, 2016, (02): 55.
- [2] Liu Shuang. *The Ideological and Political Education Innovation at Colleges and Universities Under the Background of Internet*[J].Jiamusi Journal of Career Academy, 2016, (02): 140-141.
- [3] Li Jinglong. *Analysis on Approaches to the Improvement of College Ideological and Political Education From the Perspective of Internet*[J].Science and Technology Information, 2015, (27): 238-239.
- [4] Hua Lei. *The Application of the Microblog in the Ideological and Political Education*

Innovation at Colleges and Universities[J].The News Front, 2015, (06): 159-160.

[5] Dong Wenbo. *Ideological and Political Education Collaborative Management Research in the Context of Mobile Internet*[J]. The News Front,2015,(02):101-102.

[6] Yan Xiaojing, Ning Jianrong, Jia Yaozhong, Gou Zhenggang.*The Ideological and Political Education Innovation Under the Network Environment*[J].China Press, 2013, (08): 30-31.

[7] Zhang Jihua. *Thinking of Ideological and Political Education Innovation at Colleges and Universities* [J].Study on the Ideological Education, 2013, (04): 21-22.