

# Study on the ideological and political education of College Students under the network environment

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**Abstract.** Network ideological and political education refers to the Internet as the carrier, in the foundation of traditional ideological and political education, ways and means of Ideological and political education. According to the website of Ideological and political education network attraction is not strong; the enthusiasm of the students is not high. This study analyzed the characteristics of the ideological and Political Education under the network environment and the opportunities, and from the renewal education idea, enrich website content, increase the attractiveness, timely counseling students ideological and other aspects of the effectiveness of the network ideological and political education measures.

**Keywords:** University; network; ideological and Political Education.

## 1. Introduction

The Internet as a new media, has the characteristics of large amount of information, interactive, had a widespread and profound influence on the concept of College Students' Ideological and political learning, life, emotions, and brings new opportunities for the ideological and political education of College students. The resulting model of Ideological and political education network, which is based on the principles of communication and propaganda theory, the use of multimedia and network ideological and political education. It is the extension and development of the traditional ideological and political education on the Internet, is the combination of Ideological and political education and the information network.

At present, the University Network Ideological and political education method in our country although there has been some development, but there are also educational methods of single form, initiative of college students is not high. This paper analyzes the necessity of network ideological and political education, summarizes the current ideological and political education of college students in the network, and put forward the suggestion on Enhancing Ideological and political education of University network.

## 2. The characteristics of the network ideological and Political Education

### 2.1 Vitality

The characteristic of network language has illustrated, this kind of information, can provide people with the performance of the real effect, strong appeal. So we can use the modern means the process of ideological and political education content, put it to dissolve into audio and video, and abstract to concrete, boring to appeal, so that it can greatly improve the effect of network ideological and political education.

### 2.2 Interactive

Network interaction makes people from the traditional passive education ideas into active participation. In the virtual network, college students can open up to speak, with no problem interpersonal psychological distance shrinks to the shortest, ideas is more authenticity, directness and emotional communication. In the network ideological and political education, educators and educators to be completely equal.

### 2.3 Open

The network without geographical boundaries, the interactive distance education to ideological and political education has provided a broad route of transmission. On the one hand, in the network

ideological and political education, can through the network to the ideological and political education of leading experts from different place please go to the college students, and to discuss their world outlook, the outlook on life, values, and at the same time, the college students of different regions can share the same ideological and political education thought, education experts communicate with each other, which can realize in the interaction between educators and the educated to realize the goal of ideological and political education. Due to the network in the transmission of information, on the other hand, has the character that is not subject to regional restriction, which can be spread across the space information, so it can put the ideological and political education information is sent to a different place, make the space of ideological and political education becomes wider, more open.

### 3. The problems existing in the network ideological and political education

#### 3.1 Site content boring, attraction is not strong People-oriented, democratic

Now, the universities have realized the importance of the network ideological and political education, the network ideological and political education into the daily ideological and political education system, constantly develop and perfect, and the preliminary results have been achieved. But colleges and universities ideological and political education website has not really penetrated into students' network life. Survey, nearly half of the students don't know the school has the ideological and political education website, visible, school education network propaganda does not reach the designated position, still cannot play a role in all the students, the school education website hits one of the reasons for low. Ideological and political education website wants to boost hits in addition to intensify propaganda, rich forms of propaganda, more should strengthen the self building, clear positioning, understand the characteristics of the students, improve site content and enhance the appeal of the website.

#### 3.2 The active participation of student's education enthusiasm is not high

Network ideological and political education should play the leading role of college teachers not only, more to highlight the principal role of students, let students take the initiative to accept this method of ideological and political education network, at the same time of learning knowledge, experience the happiness. At present, most college students will recognize the way of the network ideological and political education, but in the investigated whether college students often browse school ideological and political education website, designed to improve their level of ideology and morality, consciously accept the proportion of online ideological and political education of the students is very small, most of the students receiving the network ideological and political education was not by his own will, but from passively to browse to the requirement of school teacher or accidentally browsing, have the chance. Shown in figure 1, 15.45% of the students to improve their ideological and moral level, active learning, the students' autonomous learning ability is strong, but the proportion of such students is small, colleges and universities should take certain measures to increase the number of the group, while the other large proportion is passive or inadvertently enter, shows the current ideological and political education website construction still has larger ascension space, need to further increase the attractive web site.

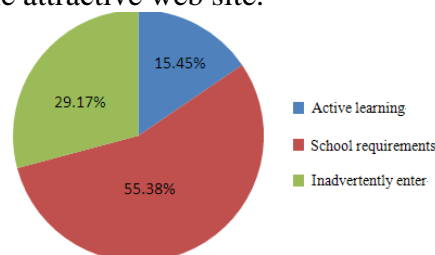


Fig.1 Motivation of college students' ideological and political education web site

### 4. College students' ideological and political education under the network environment facing the opportunity

#### 4.1 To provide support to strengthen and improve ideological and political education

The positive influence on college students' network grows

Network broadens the students' field of vision, to master the modern scientific and cultural knowledge network informative, fast communication and achieve the global information sharing. College students can get their needs on the net, browsing on the Internet world, to know the world and understand the world, greatly broaden the students' field of vision, to college students' study and life brought great convenience and fun. College students can also find suits own development direction on the Internet, you can get the resources and the development power, can use the Internet to study, research and innovation, timely grasp and follow the modern scientific and cultural knowledge.

To promote the development of college students' independent consciousness

Equality and interaction are important features of the network information dissemination. Online two-way information transmission way, allowing students to independently participate in discussions, free access to the site, you need take the initiative to understand all kinds of information, through its own judgment into their views. At the same time in the network world, they may encounter in the real world without problems and difficulties, need to solve on your own. This way will greatly promote the development of college students' independent consciousness, help develop them grow up to be qualified for a variety of roles of new members of society.

#### **4.2 Provides a new platform for ideological and political education**

Abundant education resources

The traditional information resource mainly from traditional media such as books, newspapers and television, the amount of information contained less and has a certain lag, the ideological and political education which is a negative factor in the effect not beautiful. More prominent, the advantage of network, by contrast, the biggest characteristic of network information is the share of information, and it has not reduced as a result of sharing inner incremental, thus provides the ideological and political education continuously, abundant education resources. In addition, from the dissemination of information, Internet information, the content involves politics, economy, culture, history and other fields can make the students get authority of education resources in a timely manner. Network information without borders, also to get the workers of moral education in universities of science and technology information, education theory, and education experience created favorable conditions; this will no doubt greatly increase the effectiveness of ideological and political education.

Provides a new means of education

The traditional ideological and political education is mainly conducted in the classroom. Because the educators have limited information resources and the expression of the oneness, and the frustration of educates to passively accept information and make the effectiveness of ideological and political education be badly affected. The characteristics of the network interactivity and openness greatly strengthen the function of the spread of the network as a media, ideological and political education for colleges and universities provides modern means and channels. Network can not only text, but also spread the advantages of sound and image, not only provides a sound ideological and political education, the combination of image and text teaching courseware to assist teaching, make the visualization, visualization and modern teaching methods, enhance the appeal of the ideological and political education, and large network information capacity, high speed, wide coverage, can make the ideological and political education content on the web for all-round and multi-level transmission, thereby increasing the promptness of ideological and political education and influence.

### **5. Enhancing the effectiveness of university network ideological and political education**

#### **5.1 Explore the enhancing the effectiveness of college students' network ideological and political education innovation mechanism**

The overall coordination mechanism. College students' network ideological and political work is a need to society, school, family, work together to complete the system of project, the government should strengthen the monitor network, the network information of pornography, violence, reactionary information strictly, avoid network interfere with students' world outlook, the outlook on life. Be get-tough to misconduct. Schools shall be under the guidance of school party committee, the

establishment of the network ideological and political education work pattern. Parents to protect children from online abuse as an important force, should actively communicate with children learning network knowledge, strive to become a child leader of network education.

Supervision and management mechanism. In the network bad information form a negative influence on the development of college students, strengthen the network monitoring is an important part of ideological and political education. First of all, should be worked out according to the actual situation of school network behavior norms and rules and regulations, improve the school network management mechanism, do right and clear, for site approval system to legal, law applied. Second, to strict regulation of network information, network information to make use of technology to review and keep clear of in time, hot issue discussion will be directed to the network, to improve student's ability to distinguish harmful information, provide a good network environment.

### **5.2 Increase the ideological and political education website appeal**

The experience of Ideological and political education to persuade through reasoning can only through the interaction between educators and learners to achieve. Educated in question is put forward there is no personal experience of the theoretical level, education is high, plus a certain social experience, has guiding significance for many issues. The interaction between educators and learners, who are not necessarily to persuade the question of who, but normal communication. The interaction of network resources to maximize the use of only in each other, with the help of information, college students' ideological and political education can be more and more complete.

Strengthen the construction site; increase the ideological and political education material. Provide adequate learning materials for college students' Ideological and political education, is a necessary condition for the healthy development of College Students' Ideological and political education. To strengthen the construction of network of professional and technical personnel to participate in, students need to know some network knowledge; teachers also need to get technical support in network application.

### **5.3 To update the concept of education, strengthen the network moral education**

Play a leading role in moral education

The network moral education and skills education in the same height, guide the students to correctly use the computer and network technology, to enhance their awareness of network ethics, strengthen network moral consciousness and network responsibility, education should take the teaching content as the foundation, the network moral knowledge into daily teaching, improve students' network moral consciousness and consciousness.

To establish the dominant position of students concept

To enhance the effectiveness of the network ideological and political education, must follow the characteristics of network interaction and equality, establish students' subject position in the ideological and political education, to train the students as the subject of socialist construction activities. Abandon the traditional ideological and political education of one-way teaching methods, fully arouse the initiative and creativity of the students, the teachers and students in the equal and harmonious relationship, exert their subjective initiative, fully communicate on the same platform, let students happy to accept all the correct information in the mind of equality.

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