Original Paper

The Realistic Dilemma and Promotion Path of Network Ideological and Political Education in Colleges and Universities

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Abstract

With the rise and development of the Internet, the network ideological and political education in colleges and universities has experienced the stages of preliminary exploration, position construction, gradual maturity and in-depth development, and has achieved great results in practice. Ideological and political education based on network platform has become an important way of education in colleges and universities. However, due to the alienation of the content of network ideological and political education in colleges and universities, the lack of innovation in educational forms and the complex external environment, there are still difficulties in network ideological and political education in colleges and universities. Therefore, it is necessary to promote the life-oriented content of network ideological and political education in colleges and universities, diversify the forms of expression, and strengthen the network media literacy education of college students.

Keywords

Network ideological and political education in colleges and universities, Realistic predicament, Promotion path

1. Introduction

With the development of Internet information technology and the popularization of intelligent equipment, the network has become an important field for college students to live, study and socialize. At present, the network is changing the behavior habits and ways of thinking of contemporary college students, the Internet has become the forefront of ideological and political education. Making full use of all kinds of new media platforms at all levels on campus, building a complete network ideological and political education system in colleges and universities, and promoting the development of network ideological and political education are important measures for colleges and universities to further promote all-round education. The network ideological and political education should also grasp the

new changes of its own contradictions, integrate the "traditional ideological and political education" with the "new era", promote the continuous progress of the network ideological and political education in colleges and universities, and solve the educational problems in the way of forced problems according to the changes of the real era, so as to promote the innovation of the network ideological and political education in colleges and universities in China.

2. Dilemma of Network Ideological and Political Education in Colleges and Universities

2.1 The Content of Network Ideological and Political Education in Colleges and Universities is Alienated from Reality

The content of network ideological and political education in colleges and universities is alienated from reality, which makes its effect discounted. "Content is king" is one of the Internet thinking. When technology, channels and platforms become mature and stable, content will become an important weight for competition. If network ideological and political education wants to be favored by college students, it must provide educational content that meets the reasonable needs of their life and learning, solves the confusion of their ideological reality, and leads them to develop upward. However, some educators still copy the methods and routines of traditional ideological and political education, put the original educational content on the network platform, and think that this is to carry out the network ideological and political education. These educational contents that are divorced from the reality of life and "de-reality" are pale and even daunting in the dazzling network culture, which seriously affects the effective development of network ideological and political education.

2.2 Insufficient Innovation in the Form of Network Ideological and Political Education in Colleges and Universities

The lack of innovation in the form of network ideological and political education in colleges and universities has affected the effectiveness of ideological and political education. Some colleges and universities can not make innovative use of communication tools and network platforms in network teaching, and lack of innovation in the form of network ideological and political education. On the one hand, the form of education is mainly preaching and indoctrination. Theoretical preaching is boring only through words. It does not achieve the goal of telling the "Chinese story", expounding the "Chinese spirit", and forming the "Chinese power". To a certain extent, it has caused the passive situation that the network cannot convince people and the emotion cannot infect people. On the other hand, the form of education lacks humanization. In the process of network ideological and political education, students are both subject and object, with personality characteristics. However, in the process of network ideological and political education, students' personality development and subject status are often ignored, and collective ideological and political education is carried out in a unified form.

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2.3 The External Environment of Network Ideological and Political Education in Colleges and Universities is Complex

Network globalization has led to the ideological and political education of the external environment has become more complex. The information environment in the network era, especially the breakthrough of various new media on the agenda setting of traditional media, makes the effect of top-down knowledge indoctrination and value transmission decline. The diversification and openness of Internet information knowledge makes it possible for college students to quickly obtain a variety of information. At the same time, these mixed information also makes the external environment of network ideological and political education in colleges and universities more complicated. Some network sites are controlled by Western values, which increases the difficulty of cultivating college students' ideological and moral consciousness. The Internet has an absolute advantage in the daily life of college students. However, in the case of imperfect construction of the Internet legal system, the negative public opinion existing in the Internet can easily distort the value concept of college students and have a negative impact on the ideological and political education of colleges and universities.

3. The Significance of Network Ideological and Political Education in Colleges and Universities

3.1 The Inevitable Requirement of Maintaining the Ideological Security of Colleges and Universities

Since the 19th NCCP of China, General Secretary Xi pointed out that ideological work is an extremely important work in the network security work conference. The rapid development of the Internet as a new medium, it makes the way of ideological and political education in colleges and universities increasingly rich, and also makes the ideological security work in colleges and universities have been strongly impacted. In the new era, the struggle in the ideological field is more concealed and the ways of ideological infiltration are more diverse. With the increasing integration and collision of Chinese and Western cultures, it has brought severe challenges to the formation of college students' values, outlook on life and world outlook. In the face of the complicated situation, colleges and universities, as an important position for cultivating excellent talents in the new era, should follow the trend of national ideology online and offline, maintain the security of network ideology, correctly handle the ideological problems of college students, and run a socialist university with Chinese characteristics.

3.2 To Realize the Correct Orientation of the Modernization of Ideological and Political Education in Colleges and Universities

The development of the modernization of ideological and political education in colleges and universities is to meet the needs of college students' education and social development. In July 2021, the "Opinions on Strengthening and Improving Ideological and Political Work in the New Era" issued by the CCCP of China and the SC pointed out that we should strengthen network ideological and political work, implement network content construction projects in depth, strengthen network communication capacity building, strengthen network social management according to law, and promote the deep integration of traditional advantages of ideological and political work and

information technology. With the advent of the Internet era, the teaching work has been modernized. Educators should understand that information is intangible and guide students to accept and learn actively through image. The Internet is a kind of thinking. Under this new type of thinking, ideological and political education should conform to the development of the times, use various network platforms to carry out teaching work, integrate the characteristics of the Internet into the network ideological and political education in colleges and universities, innovate the teaching mode, and scientifically enrich the teaching content.

3.3 Enrich the Inner Motivation of College Students' Spiritual Life

Enrich the spiritual life of college students and promote the healthy growth of college students. Young students' self-judgment and cognition are not yet mature, and they are more vulnerable to the interference and invasion of some external social trends of thought. Once the richness and transcendence of spiritual life are eliminated, it is easy to appear the absence of goals, disorder of order and lack of motivation. With the popularization of the network, it has different degrees of influence on the lifestyle, learning style and psychological development of college students. Enriching the internal motivation of college students' spiritual life is not only conducive to the physical and mental health development of college students, but also can help college students effectively judge the pros and cons of network information. Through the construction of the network platform, colleges and universities provide a broad platform for the transmission of ideological and political education information. College students can obtain the theoretical knowledge related to the ideological and political education of colleges and universities in real time, which provides a convenient and fast way for college students to learn and is more conducive to improving their spiritual life.

4. The Promotion Path of Network Ideological and Political Education in Colleges and Universities

4.1 The Content of Network Ideological and Political Education in Colleges and Universities is Life-oriented

Ideological and political education comes from life, life is its foothold and starting point, out of the life of the ideological and political education is out of the "matrix", will lack of vitality and vitality. Tao Xingzhi, a famous educator in China, believes that education without life is death education, schools without life are death schools, and books without life are death books. From the perspective of value orientation, the ultimate purpose of ideological and political education is to point to the rich and colorful real life. Only by settling in the reality of life, devoting to the development of daily life, and improving the happiness of the educated in life is valuable. In Spencer's view, the goal of education is the "perfect life" or happiness of everyone, and education is to prepare for the "perfect life" of individuals. The needs of college students in the network life are multi-faceted and multi-dimensional. To meet the needs of the educated, it is necessary to be close to their real life. Only the network ideological and political education close to life is the popular education needed for college students. In

the complicated network society, if the content of network ideological and political education is separated from life, it will strip the background of ideological and political education, and the gorgeous packaging will not win the loyal audience. At present, network ideological and political education is closer to life than traditional ideological and political education, but it is not enough and lacks in-depth excavation. It is necessary to deeply analyze life in narration and provide practical suggestions and directional guidance.

4.2 The Forms of Network Ideological and Political Education in Colleges and Universities are Diversified

Promote the diversification of forms of expression and strive for the right to speak in network communication. On the one hand, improve the way of online education discourse. The Internet space is virtual and presents the characteristics of decentralization. Teachers should always adjust their identity, fully communicate with students, and pay attention to the historical and practical nature of network speech expression. At the same time, the development of Internet technology has given birth to network discourse, which has the nature of network context and reflects network discourse power. Teachers should be familiar with various network languages, so as to be able to communicate with students without obstacles. On the other hand, enhance the artistry of educational theory communication. Communication studies have found that audiences tend to "selectively notice, understand and remember" information when facing a variety of communication information. This shows that only with vivid and impressive features can it be easily noticed and remembered by the recipient. Ideological and political educators need to use artistic expression and emotional communication to achieve the purpose of education. We should form an interactive education mode of "we together", strengthen interaction, stimulate the subjectivity of college students, lead students to form a comprehensive development network atmosphere, purposefully initiate the topic of network ideological and political education, arouse students' interest in learning, and make ideological and political education a spiritual feast; guide teachers and students to unify teaching, learning and doing, give full play to the demonstration effect of model education, lead by example, and form the same frequency resonance.

4.3 Strengthen the Network Media Literacy Education of College Students

As the Internet has become the "fourth media" after newspapers, radio and television, "network media literacy" has received more and more attention. Network media literacy is the consciousness and ability of people to obtain, collect, identify, screen, understand, use information, and self-management and self-protection in the use of information in the network environment. College students' network media literacy education is to use network media information rationally and effectively to meet the needs of their own life, study and work under the premise that young students have complete network media knowledge, so that network media can serve their own survival and development needs. First of all, we should strengthen the education of network media literacy, so that college students can fully understand the advantages and disadvantages of the Internet, establish a correct view of the network, correctly

understand the network information, properly use the network media, consciously resist the invasion of bad ideas, so that they can realize self-improvement in the network environment independently and self-discipline, and make the network become a booster to promote the physical and mental health development of college students. Secondly, strengthening the education of network media literacy can make college students have correct judgment ability and critical thinking ability, make the Internet become an important platform and carrier of youth ideological and political education, enhance the effectiveness of network ideological and political education, and promote the improvement of youth ideological and moral quality. Finally, based on the socialist core values, colleges and universities should carry out network moral education and network security laws and regulations publicity and education for college students, so that they can consciously internalize network morality and network security laws and regulations in their hearts and externalize them in their actions.

5. Conclusion

With the continuous development of artificial intelligence, 5G technology and Internet technology, the network is ubiquitous. Colleges and universities should make full use of the network to carry out ideological and political education and minimize the negative impact of the network on college students. Facing new challenges, colleges and universities summarize the current situation of network ideological and political education. Educators should use the network to impose purposeful, planned and organized teaching on them, so that they can form the ideas, political views and moral qualities needed in the new era. Educators should solve the existing problems through various channels, methods and forms, promote the development of network ideological and political education in colleges and universities, improve the effectiveness of ideological and political education, and promote the comprehensive and healthy growth of college students.

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