Study on the Ideological and Political Education in Colleges and Universities in the Network Environment

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Abstract: Colleges and universities is the development of China's social "network" of the forefront, not only the tide of information technology experience and promoters, but also contemporary college students to establish a correct concept of thinking, outlook on life and values guide. Therefore, how to strengthen ideological and political education in colleges and universities would undoubtedly become a major problem to be solved. In this paper, the new challenges which development of information technology in the ideological and political education was discussed and the new measures also brought.

Keyword: Network, colleges and universities, ideological and political education

1 Introduction

The process of ideological and political education in colleges and universities is, in a sense, the process of obtaining, selecting and disseminating information. It is using the correct, rich and vivid information, influencing and influencing the ideology, values and spiritual world of college students. The advent of the Internet age to the ideological and political education in colleges and universities to provide a new world, but also brought new opportunities. The network age has opened up the vast world of ideological and political education in colleges and universities. Comrade Deng Xiaoping once said: "The time is different, the conditions are different, the object is different, and so the solution to the problem is also different."

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Traditional ideological and political education model due to the limited information resources and expression of the unity, Ideal. Network ideological and political education vivid, with sensual taste, illustrated features, can be more vivid, intuitive expression of teaching content. And the equality of the network can make the students fully play the main creative, free speech, educators can understand the students from the side of the recent ideological trends, and timely to give the right guidance, so that students establish the correct ideas, values orientation. So that ideological education more targeted. The network can make full use of the application of graph, text, sound and image, especially the application of "multimedia" technology, so that the educational methods and methods are more intuitive, visualized and modernized.

Such as online lectures, BBS forums, web blogs, red sites, and so on. These are for the ideological and political education in colleges and universities to provide a favorable platform, which is the traditional ideological education model cannot match. This to a certain extent, to overcome the ideological and political education in colleges and universities affect the small area, monotonous form of weaknesses.

At the same time also to the community to actively participate in ideological and political education in colleges and universities to provide a convenient conditions and opportunities for each concerned about the contemporary college students can be ideological and correct guidance and help students to achieve the ideological and political education of socialization development, is conducive to the formation of ideological and political education in colleges and universities a great advantage.

2 New Opportunity for the Development of Ideological and Political Education in Colleges and Universities under the Internet

The Internet world is a world of extremely rich information resources. Its massive information resources can be used "inexhaustible" to describe. At the same time the network is open to the world, there is no border restrictions, cultural barriers, the shackles of view. The traditional ideological and political education in colleges and universities is mainly for the domestic and the educational environment is relatively closed. However, under the Internet age, the network information resources have the characteristics of sharing, the channels of access to information of college students get all-round open, the content of information has reached an unprecedented level, providing a broad knowledge space for college students, and opening up a new understanding of the new students' window.

The massive information resources under the Internet age also provide rich educational resources for educators, and educators can retrieve targeted and effective information in the vast ocean of information as the cost of education,
use the network spread fast, covering a wide area of the characteristics of the students to carry out effective ideological and political education. The network can realize the socialization of the ideological and political education work in colleges and universities to the maximum extent. The traditional ideological and political education in colleges and universities only around the school, family and social scope, there are some limitations. With the development and application of network technology, the acquisition of knowledge of college students is not limited to teachers and the surrounding environment, which leads to the demand of information from the school to the school and then to the society. The network has dismantled the fence between the school and the society, so that college students can understand the current political, economic and cultural life of the society today, and social integration, in the broader social environment than in the past to learn to accumulate social knowledge and experience.

3 The Challenge of Network Times to Ideological and Political Education in Colleges and Universities

The founder of cybernetics, Wiener, argues that "the development of technology is good and the duality of evil, so it is no harm to improve the level of knowledge and precaution of science and technology." The network is a "double-edged sword". He has provided a favorable platform for ideological and political education in colleges and universities, created new opportunities and put forward new challenges to the ideological and political education in colleges and universities in the new period.

The network promotes the exchange and integration of different cultures, but the strong international culture, the Western powers, led by the United States, use the control and influence of their information dissemination to instill Western ideology, political system and cultural thought into the world. In the current Internet, more than 80% of online information and more than 95% of the service information provided by the United States. China in the entire Internet information input and output, accounting for only 0.1% and 0.05%. As Jiang Zemin pointed out at the Central Committee on Ideological and Political Work: "The Internet is open and diverse, with a lot of progress, health and useful information, and a lot of reactionary, superstitious, and yellow content. The Internet has become ideological and political work A hostile force at home and abroad is trying to use it with our party and the government to compete for the masses, compete for youth. The college students' world outlook, outlook on life and values have not yet been stereotyped and thoughtful, and have strong plasticity. In the era of network of mutual agitation and variety of cultures, they are undoubtedly a serious test for college students. How to effectively resist the cultural infiltration and cultural aggression of the western hostile forces, spread the advanced culture and
strengthen the position of socialist ideological and political education is a major challenge of ideological and political education in colleges and universities under the network age.

Network is the largest information base of human history, but also a huge information garbage dump, the network information because of the convenience of communication and break the geographical restrictions can be convenient to enter the field of vision of college students, huge information resources, good and bad, Showing a variety of spirits, all kinds of spam, such as: feudal superstition, pornography, violent reaction and other serious impact and poisoning young college students ideological and physical and mental health. University stage is the interpersonal ability and interpersonal relationship formed finally boil the period. The illusion of the network is easy to make college students' fall into the real life of the indifference and the development of today's society indifferent. What is more, many college students spend most of their time and energy indulging in online games cannot extricate themselves, and the network is a lot of pornography, war, violence as the main content, which the healthy development of physical and mental health students seriously hampered. If students do not have a higher ability to identify and binding, the face of a variety of harmful information on the network cannot really "take its essence, abandon its dross." It is the dilemma of ideological and political education in colleges and universities under the network age to guide the contemporary college students to establish the correct ability of non-judgment and behavior choice, away from the poison of network information garbage.

4 Conclusion
The inventor of the Internet declared that the network was an ideal world with "no government, no police, no army, no hierarchy, no poverty, and no discrimination". "The digital world is a brand new territory that can release unspeakable production energy, but it can also be a tool for terrorism and lakes, or a big lie and a slanderous base camp," he said. "It is a weak propaganda tool, but it is a good place to display conspiracy." The rapid development of information technology in the Internet age inevitably leads to the weakening of the moral responsibility of college students. There is no time limit, space without boundaries, morally unconstrained environment. Every person in the world can arbitrarily speak without any responsibility, the network arbitrariness and concealment to a certain extent, induced the behavior of college students have a sense of moral responsibility. This social moral responsibility It is more difficult to guide and control students' behavior through education. In addition, China's network monitoring ability is limited and the supervision and management mechanism is not perfect. In recent years, the network moral problem has become more and more prominent. How to
take effective measures to educate, Supervision and management, is new a major problem faced by ideological and political education in colleges and universities.

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