Research on the Network Ideological and Political Education in Colleges and Universities Under the New Situation

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Abstract: In the current information network of the new situation, college students are become the main concern of the network community groups. Study the main problems in the process of network practice, to guide and train college students to establish a good network of the main body awareness and network behavior becomes the task of the times. The use of network instant messaging tools (WeChat, QQ, etc.) for college students’ ideological and political education has achieved good results.

Keyword: New Situation, university students, ideological and political education, instant messaging tools

1 Introduction
2011, "the 27th China Internet Development Statistics Report" shows that as of the end of December 2010, the scale of China's Internet users reached 457 million people, compared with the end of 2009 increased by 73.3 million. Among them, China's mobile phone users’ scale of 303 million people, Internet equipment was diversified development trend. And more than 30% of all Internet users belong to the 18-30 year-old youth; all 18-30 age group of Internet users, students accounted for nearly 60% of Internet users. In the face of the great changes in people's life and work, the colleges and universities must make full use of the powerful function of the computer network, open up a new platform of ideological and political education network in colleges and universities so as to ensure the effectiveness and pertinence of ideological and political education, The Important Position of Ensuring Ideological and Political Education in Colleges and Universities.

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2 Significance of Ideological and Political in Colleges and Universities

The ideological and political education in colleges and universities is based on the theory of communication and the theory of ideological propaganda, the use of computer networks and multimedia technology for ideological and political education.

How to integrate the network from the ideological and political education in colleges and universities, extend and penetrate the ideological and political education in colleges and universities, expand into the new field of the network, how to use the principle of network communication from the perspective of network communication to the ideological and political education. The effectiveness of the analysis and research is also a new attempt and exploration. The key to the success of university education is to improve the educational quality and educational function of ideological and political education in colleges and universities, and to improve their own quality by improving the theoretical political quality of college students.

As long as the focus on grasping the quality of education, and constantly improve the role of ideological and political education in colleges and universities, we will be able to better play the role of the Internet in the ideological and political education. Through the study of the possibility and reality of the combination of network and ideological and political education, the author explores the laws, characteristics and contradictions of the interaction between the elements of ideological and political education in the network, studies the communication principle of network and ideological and political education, makes full use of the network to carry out ideological and political education, help to explore the ideological and political education of the network of educational content and educational methods.

3 Existing Problems of Ideological and Political Education in Colleges and Universities

At present, the Internet is developing very rapidly. College students are in a strong desire for knowledge, ability to explore, practical ability are high state, and they began to contact the network from an early age. And we now have a lot of political work in colleges and universities are working only after short-term training began to use the network, many of them, especially the older people, in the degree of knowledge, knowledge structure, quality and other aspects cannot adapt to the network. The needs of the times, both from the level of knowledge of the network or the technical level of the network have greatly improved the space.

In the online world, the interaction between people and people has a wide range of contacts and more equal relationship with the real society, so that people can communicate with each other better. One into the network, have the opportunity to meet with strangers, and like-minded people exchange, as if
immersive. However, this virtual world, despite the freedom of the real world, to a large extent caused by the crisis of confidence in interpersonal relationships.

The current situation to see the capitalist culture to become the mainstream of the network world culture, in the case of network power is not balanced, the Western hostile forces are desperate to use the network to the socialist countries for malicious attacks, and the majority of college students in the network The age stage determines that they are currently in a confused period, the basic political theory, political methods of mastery and understanding has yet to be consolidated and perfect, therefore, must be aimed at the majority of college students' psychological characteristics, combined with the local network environment to start the network of political education. To ensure that the majority of college students online users of the country, class and social system and other fundamental issues have a clear understanding.

Internet pornography, violence, murder, weird, absurd and other exciting content of the game site, including a variety of spam, false information, cybercrime, network poison, online gambling and other content of various social sites, cult organization website, reactionary Forces sites and so on. Vicious network environment is a serious threat to people's physical and mental health, to carry out effective education work plays a significant role in hindering.

In recent years, the majority of ideological and political education workers in the network and multimedia technology and classroom teaching, extracurricular practice and other aspects of the combination of some positive attempts, but the ideological and political teachers specialization, standardization of ideological and political textbooks, education time, The object-oriented "one-way indoctrination" of education has not been fundamentally changed. On the content of education, the current political theory of high school textbooks highly abstract, content monotonous.

At present, the various departments of colleges and universities have their own websites, they pay more attention to the unit, the college functions in the site of the performance, often only to build their own secondary sites, and the whole school work, such as education and teaching, The construction of spiritual civilization, ideological and political work is difficult to fully and accurately in the various units of the site to be implemented, there are online network resources "their network", "small and full" phenomenon.

4 Strengthening the Construction of Ideological and Political Education Team in Colleges and Universities

Improving the Political Quality and Information Literacy of Ideological and Political Educators on the Internet. Only by laying a solid theoretical foundation and cultivating profound theoretical quality can we firmly believe
in the goals, grasp the principles, correctly understand the complex ideological problems and practical problems in the network, do a good job of ideological and political education. College students to improve the online communication of all kinds of social thought and a variety of information to distinguish the ability to enhance immunity and resistance, and consciously resist the network of extremism, hedonism, money worship of capitalist values of erosion.

Improving the Multi-faceted Ability of Ideological and Political Education on the Internet. Specifically, including the improvement of ideological and political education of the network is good at using computer network technology, language, text, image and other forms of expression of their own ideas, enhance the ideological and political education appeal, through the network to persuade the educational object to accept your point of view. The ability of network language expression, targeted to carry out the ideological and political education of the network observation ability, through the investigation and research from the surface to seize the network of ideological and political education of the new situation, new problems, new features of the research and research ability.

Combined with the optimization of the team talent structure. This requires colleges and universities to build a stable, high-quality network of ideological and political education team, requiring the ideological and political education team of colleges and universities the main body of the school party and government cadres and the Communist Youth League cadres, ideological and political theory courses and philosophy and social science Teachers, counselors and teachers of the class teacher, the three teams together with the ideological responsibility for college students to carry out network education, which counselors teachers are mainly responsible for the first line of ideological and political education.

5 Conclusion

First, build a student ideological and political education website. Schools must establish a student ideological and political education website, open up the campus psychological counseling forum, narrow the distance between teachers and students.

Second, through the network technology software to open the hearts of students. School ideological and political education workers can use email, instant messaging tools, "online chat room" and other network technology software to increase the education of network ethics, take the initiative to help students establish a healthy Internet awareness, develop healthy online personality.

Third, the establishment of the display of personal talent website. Students can build their own unique style web pages on the campus network, demonstrate their talents on the Internet, improve their visibility, and improve their ability
to identify and improve their ability to analyze their own skills and mastery of computer technology. The Fourth, the development of network moral education software. At this stage, some schools are developing legal education, revolutionary traditional education, national conditions education, and science and technology education, daily behavior normative education series of network moral education software, which makes online moral education has a practical operational carrier.

References