

The Challenge and Countermeasure of the Network to the Moral Education in Colleges and Universities

Caixue Zhang
School of Marxism
Jiangnan University
Wuhan, China

Abstract—The purpose of the research is to solve the challenges brought by the network to the moral education in Colleges and universities, hoping to find a way to solve the challenges brought by the network to the moral education in Colleges and universities. Through investigation and theoretical analysis, it is found that through the reform of the ideological and political theory teaching, adhering to the main channel of moral education, strengthening the network management, strict code of conduct, and enriching the content of the moral education on the network in Colleges and universities The conclusion is that the challenges brought by the Internet can be overcome.

Keywords—network; college; moral education; challenges; Countermeasures

I. INTRODUCTION

The influence of the Internet on young college students is greater, because the age of college students determines that they are full of strong interest in the Internet. Internet chat, online shopping, online games, cyberspace become the activities and lifestyle that college students are keen to participate in. In the period of network development, how to correctly understand the new challenges of the network to the moral education in Colleges and universities is an important task facing the current moral education.

II. THE NEW CHALLENGE OF MORAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE NETWORK ENVIRONMENT

A. *Network culture challenges college students' ideals and beliefs, and causes the ideological and moral decline of College Students*

The network provides convenience for western countries to carry out cultural infiltration and launch peaceful evolution. Some hostile forces make use of their advanced information technology to expand and pollute the spirit politically and culturally by making some films, videos and games. They vigorously publicized the bourgeois world outlook, outlook on life and values on the Internet, slandered the socialist system, promoted money worship, hedonism and individualism, transmitted the decadent bourgeois thoughts and lifestyle, and weakened the fine cultural and moral traditions of other countries. This will have an undeniable negative impact on the values and ideals of contemporary college students, and mak moral education in Colleges and universities face severe challenges. [1]

The network is a massive information resource base, but we should see that there are much bad information, such as the yellow information, the yellow website, the Yellow game, the yellow movie and TV play works and some literary and sports works containing the yellow, which make some students indulge in the network and can't help themselves. Due to the openness of the network, these things spread wantonly, which is very easy to cause infection to college students and even induce crime.

B. *The content of network moral education in Colleges and universities lacks pertinence*

Although many colleges and universities have created moral education theme websites, the click-through rate is not high. Nowadays, "post-90s" college students, as the educational object of network moral education, are increasingly independent and have more personalized ideas. They are good at showing their personality, exchanging ideas and expressing their demands with the help of the network. Many colleges and universities have ignored this point, failed to grasp the "needs" of college students, and failed to truly achieve "people-oriented". The content of the website is short of fresh topics close to the interest of college students, such as frontier issues such as employment, psychological consultation, legal aid, etc. Although some university websites have discussion areas, the problems are too formal and even out of practice, which can't arouse students' interest. Therefore, it puts forward urgent requirements for the content of network moral education in Colleges and universities. [2]

C. *The method of network moral education in Colleges and universities is not enough*

In recent years, great progress has been made in the application of network moral education in Colleges and universities, such as the establishment of special website, network training, network classroom and other ways. However, compared with the rapid development of network technology, there is still a considerable gap. The page is rigid, the form is monotonous, does not have the appeal, cannot attract the student, over time, will also cause a serious understanding deviation to the student. In the development process of campus network for more than ten years, many colleges and universities have not paid enough attention to the hardware facilities and capital investment. In some schools, the broadband of campus network is insufficient, the network speed is too slow, the security performance is poor, and the

"poisoning" from time to time can not meet the normal online needs of students, let alone the effect of moral education. When educators use the Internet to carry out moral education, the methods are too single and the forms are too traditional. Most of them still use traditional websites, web pages or QQ, and they have little or no knowledge of sns social networking sites, Weibo, MI chat, Feixin and other new instant messaging software tools. [3]

D. The comprehensive quality of network moral education workers in Colleges and universities needs to be improved

The rapid innovation of network environment puts forward higher requirements for moral education in Colleges and universities, which requires educators to have professional theoretical knowledge and network professional quality in moral education. At present, the state attaches great importance to and supports the moral education of college students. The moral education teachers in Colleges and universities are equipped with a relatively complete team with high professional quality, but the computer and Internet related knowledge and practical operation ability are insufficient, and they do not know how to use advanced interactive communities such as microblog and WeChat to conduct virtual interactive communication with students for effective guidance; on the contrary, some networks They have strong skills, but lack of theoretical knowledge and practical experience in moral education. Because of this, some colleges and universities set up network training classes to train moral education workers in network technology, or adopt network classes, courseware competitions and other ways to improve teachers' network skills. But these measures can not solve the problem fundamentally. Therefore, it is urgent to train the network moral education workers of comprehensive universities.

E. There are many traps in the network that can easily cause a decline in the ideology and morality of college students

The Internet is a massive information resource library, but it should be noted that there are many bad information, even harmful information, which has become a trap affecting the development of college students. For example, yellow information on the Internet, yellow websites, yellow games, yellow film and television drama works, and some literary and sports works containing yellow, etc., make some students addicted to the Internet but not themselves. Yellow is terrible. It poisons people's hearts and has a great negative impact on the healthy growth of college students. At the same time, the Internet is also full of various ideological trends, wrong ideological and moral concepts, and consciousness. Due to the openness of the Internet, these things spread indiscriminately, which can easily infect college students and even induce crimes.

III. THE COUNTERMEASURES OF INNOVATING MORAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE NETWORK ENVIRONMENT

A. Reforming the teaching of Ideological and political theory and stick to the main channel of moral education

Under the network environment, the ideological and political theory course is still the main channel and main position of Marxism theory and ideological and moral education for College Students

Content innovation is the foundation of moral education innovation. In the network environment, the content of moral education in Colleges and universities should also keep pace with the times, actively innovate, and give new connotations to the original content of education. We must, as always, strengthen the education of ideals and beliefs, so as to help contemporary college students establish a correct world outlook, outlook on life and values.

To strengthen the education of patriotism, we should keep pace with the times, update the contents constantly, based on inheriting the fine tradition of patriotism and continuing to cultivate the patriotic feelings of college students, pay attention to guiding the focus of education to the rational education, closely link patriotism with the love of socialism, closely combine personal destiny with the development of the country and society, and enhance the ability of College Students National self-esteem, self-confidence and pride will gradually lead the patriotism education to a deeper level and strengthen the education of socialist core values. [4]

B. Strengthening network management and strictly regulate behaviors

In the network era, moral education in Colleges and universities should not only continue to adhere to the guiding principle and persuasive education, but also combine regular ideological education and regular management. First, there should be a set of strict network rules and regulations, such as network laws and regulations, network "rules of the people and the countryside". The second is to strictly implement the network rules and regulations, which must be strictly implemented once established. If we don't follow the rules and regulations, if we have orders and prohibitions, moral education will not be hard. Third, punitive education. Negative evaluation should be given to the bad moral behaviors and serious defects that have been formed and are being formed among the students, and appropriate punishment measures should be adopted to help the students to distinguish right from wrong and recognize mistakes. [5]

C. Enriching the content of network moral education in Colleges and Universities

First, we should take strengthening the epochal and pertinence of moral education as the foothold and starting point. The content of moral education in the Internet age should reflect and reflect the characteristics and features of the times. Now we are a socialist country with Chinese characteristics, and the content of moral education should reflect the mainstream consciousness of the people's value demands.

Second, adhere to the socialist core value system. Massive network information is accompanied by multiple values, which deeply affects the ideal belief, value orientation and moral behavior of college students in the interpretation and analysis of Internet users. Thirdly, the network attracts young students with the content of moral education. It does not advocate the general "uniform" mechanized education of wheat cutting, but adopts individualized education based on students' aptitude, which has the best humanized education effect of moistening things silently and independently accepted by the audience.

D. Innovating ways and methods of network moral education in Colleges and Universities

First, we need to increase investment in the construction of campus network to ensure that students can access the Internet smoothly. Second, moral education in Colleges and universities should pay attention to the innovation of network education. Through the educational mobile device client with information transmission function, the network information with positive energy is transmitted to college students, so as to enhance the radiation of positive network ideology and culture. Colleges and universities can create a comprehensive network interactive community to expand the influence of the network position. They can also rely on the information construction of colleges and universities, integrate information resources such as "educational administration online", "school leaving system", "financial query" and "collaborative office", attract teachers of network and moral education to enter the interactive community, and provide one-stop information education services for students. Third, establish the supervision and control mechanism of network moral education in Colleges and universities. The responsibility should be put into practice, and education should guide college students to enhance their ability to distinguish network culture, and actively learn and master network ethics and network technology. [6]

E. Improving the comprehensive quality of network moral education workers

First, the network moral education workers should strengthen the basic quality. As a school, we should pay attention to the network knowledge system training of moral education team, establish the relevant training system as soon as possible, and improve the ability of moral education workers to adapt to the network situation by organizing teachers to participate in training courses, holding network student work exchanges, publicizing excellent network moral education work models, and holding network moral education work skill

competitions. Second, improve the information quality of moral education workers. In the ever-changing network environment, moral education workers are required to integrate the network information and moral education work organically, so as to attract students to actively use the campus network with wonderful effects. Third, strengthen the ability of moral education workers to use the network. We will encourage well-known scholars, professional teachers, counselors, some student backbones, etc. to open microblogs, establish "microblog clusters" for moral education, and focus on cultivating their own "network opinion leaders". Through position construction and team building, we will spread the mainstream voice, and improve the penetration and influence of online moral education. [7]

IV. CONCLUSION

Colleges and universities must give full play to the positive role of the network, have the courage to explore new ways and modes of moral education in the network era, reform the teaching of Ideological and political theory, stick to the main channel of moral education, strengthen the network management, and strictly regulate the behavior. The challenges brought by the network to moral education in Colleges and universities can be overcome.

REFERENCES

- [1] Yu Yan, Shao Changsheng. Current situation and reasons of effectiveness of network moral education in Colleges and universities [J]. Contemporary education theory and practice, 2012 (7)
- [2] Cui Zheng, Zhou Na. Challenges and Countermeasures of College Moral Education in the Internet age [J]. Education and occupation, 2014 (6)
- [3] Zhao Min, he Wenling. Innovation of moral education mode in new media environment [J]. Journal of Shandong Youth Political College, 2012. (6)
- [4] Tang Min, Zhou Jianfei, Li Kewei, et al. Analysis of the current situation of Ideological and political education of college students in the new era and countermeasures [J]. Intelligence, 2019 (14): 127-128
- [5] Pu Xichen. Research on the current situation and Countermeasures of moral education in Colleges and Universities under the network environment [J]. Curriculum education research, 2017 (15): 12-13
- [6] Liu Heng. An analysis of the mode of moral education in Colleges and universities in the new era[J]. Modern communication 19 / 19 / 2019.
- [7] Li Zhi. Innovative ideas of moral education in Colleges and universities in the Internet age [J]. Heilongjiang Higher Education, 2008 (2)