The Design and Realization of the Network platform of College Students’ Ideological and Political Education

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Abstract: Network ideological and political education has become an important part of ideological and political education in colleges and universities. Network ideological and political education has become the main position of ideological and political education in the new era. College students’ ideological and political education must more and more rely on the network as the basic tool of the new era. In order to achieve better results in education, we can really play its role and achieve its corresponding educational purpose. At the same time, it is believed that ideological and political education with the help of the Internet will certainly be able to keep up with the requirements of the times and better serve college students, promote the all-round development of college students, provide better talents for the society, and promote the better development of society. This paper presents design and realization of the network platform of college students’ ideological and political education.

1. Introduction

Network ideological and political education means that the educator, based on the principle of communication, conveys certain ideas and politics to the educate through the use of various network tools and network platforms. The influence of moral concept makes the educate gradually form the social practice activity which meets the needs of certain society and class in the process of education. The network ideological and political education is the traditional ideological and political education [1]. The integration of governance education and modern network information technology, In contrast to the traditional ideological education activities, in which the main forms are lecture meetings, classrooms and newspapers, and the main means of education are indoctrination, teaching, and conversation, network ideological and political education makes full use of the network tool platform and takes advantage of the campus network and forum. Instant messaging tools and BBS, in an equal, open and interactive environment, achieve educational goals through the exchange of information and ideas and languages.

In the Internet age, the Internet has had a profound impact on the formation of college students' learning, lifestyle, concept of survival, world outlook, outlook on life and morality. It has become a new subject for colleges and universities to strengthen the ideological and political education in universities, that is, network ideological and political education, which is an educational practice activity with strong directionality in higher education, just like other educational practice activities. It needs guiding scientific ideas to determine its educational principles, contents and methods. Therefore, it is an important task for ideological and political workers in colleges and universities to study the scientific concepts of network ideological and political education [2].

The concept of network ideological and political education should not only reflect the essential requirements of the existence and development of the network, but also reflect the nature of the ideological and political education as an educational activity in colleges and universities. Ideological and political education is not only the fine tradition of our Party, but also an effective means of education in colleges and universities, and has accumulated rich experience in the fields of educational principles, contents, methods, etc. The scientific idea of network ideological and political education should be clearly defined and gradually realized in practice, so as to promote the all-round development of college students and the better development of society.
political education must have two basic characteristics. 1. General characteristics, including formal idealism.

Concept is a kind of ideology and a subjective reflection of the material world. It has the characteristics of concept, that is, it is objective in content and subjective in form of expression. It is a general reflection of various phenomena in network and ideological and political education [3]. At the same time, it has a functional directionality.

As a kind of concept, idea is not a general idea, it is an understanding of the essential attribute and law of things. It is a form of advanced cognition, a reflection of the nature of network and ideological and political education, a reflection of the law of development, and a rational understanding. It is mainly embodied in ensuring the direction and purpose of the subject's behavior. What kind of network ideological and political education concept has, what kind of network ideological and political education practice, it determines the principle of network ideological and political education [4].

The network is not only the link of the dissemination of information, but also the important tool of school management. It is an important tool for propaganda and education. Through the network, it is possible to understand the hot spots of college students, enrich the resources of ideological and political education, and carry out lively educational activities, and the network of university campus is becoming an important platform for ideological and political education in colleges and universities. The network is an information communication space beyond regional and national boundaries. The network is like a "double - edged sword", which greatly opens the field of view of college students, brings great convenience to their study and life, and influences their political attitude, moral features and value orientation. The openness of network information brings new development opportunities to ideological and political education in colleges and universities.

2. An Analysis of Network ideological and political Education in Colleges and Universities

"Micro Age" is a new cyberspace with microinformation, micromedia and microcommunity as its main form. It relies on modern electronic devices such as mobile phones, palmtop computers and so on. In the network system, the personal life experience and thinking mode such as "micro-payment", "micro-creation", "micro-reading" and so on have been shaped. [1] in the micro-era, great changes have been made in the mode of communication. The public platform of WeChat in colleges and universities belongs to the public service platform. Since November 17th 2014, the China Youth Daily has launched a weekly ranking of the comprehensive influence of Official account on WeChat, as well as the corresponding reading volume. Official WeChat has become the most important new campus media in colleges and universities after the official Weibo. As a carrier of new information dissemination, public opinion guidance and life service, it is not only a new propaganda medium in colleges and universities.

The rapid development of the Internet has created many opportunities for ideological and political work in colleges and universities. Therefore, the infiltration and influence on college students' behavior, value orientation, moral concept, psychological quality and so on is becoming more obvious, which also brings a strong impact to the ideological and political work in colleges and universities. It is urgent to adjust and change the traditional mode and frame of ideological and political work and to innovate the ideological and political education in the network age. First, the network has a double influence on the ideological and political education in colleges and universities.

The emergence of network times has set up a broad and new stage for strengthening and improving the ideological and political education in colleges and universities, and at the same time, put forward severe challenges. 1. Facing up to the positive effect of network on ideological and political education in colleges and universities.

First of all, the openness of the network makes colleges and universities integrate with the outside world, enrich all kinds of educational resources, expand the coverage of students' ideological and political work, and expand the space and channels of ideological and political education [5]. The network greatly enhances the timeliness of ideological and political work, and
the speed of information transmission is quickened, which provides great convenience for the timely feedback of ideological and political work, as is shown by equation (1).

\[
H_{t,l} (f) = 2 \sin^l (\omega f) \sum_{l=0}^{L/2-1} \left( \frac{L/2 - 1 + l}{l} \right) \cos^{2l} (\omega f)
\]  

(1)

Network ideological and political education is a new form of ideological and political education, and its novelty is mainly reflected in its richer form, almost covering all kinds of ideological and political education forms, the content of which is more intuitive and vivid, including: text, animation, pictures, etc. Audio and video, etc.; the communication between subjects and objects in education is more direct and convenient, and information collection, analysis and processing can be better carried out through the network, which will help to improve the efficiency and effectiveness of information dissemination.

The methods of network ideological and political education are comprehensive, which is reflected in the comprehensive application of network functions. Network ideological and political education workers can collect the information of ideological and political education by means of network investigation and other methods.

The content and form of network ideological and political education can be effectively evaluated by means of modern network information technology to collect, summarize, analyze, and utilize the click rate of website or web page to evaluate the content and form of network ideological and political education. The method of network ideological and political education is interactive, which is because the network itself is an interactive platform. The subject and object of ideological and political education can make use of all kinds of network communication tools to exchange information timely and effectively on the network.

The concept of network ideological and political education, not only to reflect the law of network the demand of social development, but also reflect the social development direction and penetration to the world network, purpose, function, correct judgment and value recognition, reflected the people to the network world value special understanding.

3. Design and Analysis of Network ideological and political Education Environment in Colleges and Universities

In September 1987, the Beijing Institute of computer Application Technology officially established the first Internet (Internet) email node in China, and 22: 55 on September 20th 1987. Send the first email to the world: "Across the Great Wall We call reach every comer in the." In April 1994, China's first nationwide Internet (Internet, China Education and Research computer Network) was established and began to provide services to teachers and students in colleges and universities.

In 1998, the "Red website" was created by the small party group of the Automobile Engineering Department of Tsinghua University. Tsinghua University student's red website http: r / redweb.tsinghua.edu.cn. is rooted in student party members, party class study groups and party membership activists. The mass theory learning website for the majority of students is the student network association organization in the university campus, with TMS association, Qiushi society, Amateur Party School Cooperation ("two sessions, one publication and one stop"), together to build the ideological education position of Tsinghua University students. Meanwhile, Harbin University of Technology has created Deng Xiaoping's theoretical learning website.

This website, which was founded by college students to study Deng Xiaoping's theory and the important thought of "three represents," has been praised by contemporary college students as a barometer of network ideological and political conditions, and has also become a bright spot in network ideological and political education. The Ministry of Education issued some opinions on strengthening the ideological Education in Colleges and Universities into the Network, and made specific requirements and arrangements for strengthening the ideological and political work in colleges and universities.
The network ideological and political education in colleges and universities is based on the theory of communication and ideological and political education, and makes full use of the means of computer network, multimedia technology and modern communication technology. A new method of ideological and political education, which is closely combined with the cognitive characteristics of contemporary college students, is designed through the construction of relevant networks and the production, dissemination and control of network ideological and political education information, so as to realize the correct and rich use of the information. The vivid network information edifies the university student's thought idea, the political point of view, the moral standard and the information accomplishment, causes them to form the virtual activity which meets the socialist society's ideological and political character and the information literacy two-way interaction.

Comparative Analysis of traditional ideological and political Education and Network ideological and political Education.

Traditional ideological and political education, also known as offline ideological and political education, refers to ideological and political education without computer technology and information network technology. Compared with traditional ideological and political education, network ideological and political education has the following characteristics:

In terms of educational methods, the traditional ideological and political education generally adopts the methods of setting facts and reasoning, through classroom lectures, individual talks and forums, and so on, in order to be reasonable and emotional to the educated. Network ideological and political education is to make full use of the modern computer network technology, let the educatee obtain information and learn knowledge on the network, thus improve the understanding. Therefore, compared with the traditional ideological organization education, the network ideological and political education is compared with the traditional ideological organization education. Network ideological and political education is not only more novel in form, but also not limited by time, region and so on.

The network can display almost everything in a virtual space, the information is updated very quickly, and through some specially designed columns, such as online forums or chat rooms, We can introduce the educational object into the discussion of the relevant ideological and political education content, enhance the understanding and understanding of the educational content through the interactive form, internalize the belief, so as to achieve the expected effect of the ideological and political education. Network ideological and political education is rich and vivid.

Compared with traditional ideological and political education, network ideological and political education has the characteristics of timeliness, sharing and humanism in value characteristics. So that educators can transfer the latest international and domestic information to the educatee at the fastest speed, the network can integrate ideological and political education materials through various media and channels, and realize the sharing of ideological and political education materials. Network ideological and political education can also make different educational contents according to different objects, make education more humanized, and achieve the best effect of ideological and political education.

The zero pressure exerts the independent consciousness, thus also causes the ideological and political education work to have the affinity. Facing the challenges brought by the Internet to the ideological and political Education in Colleges and Universities [6]. On the one hand, the development of the Internet has greatly promoted the collision and communication among different cultures around the world. Internet culture is characterized by diversity and complexity of content, and people can enjoy all kinds of cultures and ideas on their own.

Information resources are intermingled and spread rapidly. For students who are gradually forming their outlook on life and values, their influence is extremely great. In the Internet age, in the face of strong Western culture, can we accurately capture information and grasp students'
ideological trends in a timely manner? It is related to the success or failure of ideological and political education. In addition, the rapid development of the Internet has paralyzed students’ speculative consciousness and stiffened their thinking. It is true that students can use the network to improve the speed and efficiency of browsing information, but at the same time, their creativity has been drastically reduced, and in the long run it will grow inertia. In the face of the open network age, how to guide the ideological and political workers according to the situation, to seek the advantages and avoid the disadvantages, and to promote the ideological and political education into the network work is a problem worth discussing.

4. The Design and realization of the Network platform of College students' Ideological and political Education

Most universities using the campus network platform in the original network ideological and political education, the campus provides a platform for ideological and political education, lack of theme website [3]. Although there are some colleges and universities ideological and political education theme website, but the website structure is not reasonable, the website design is rough, function more than one-way information. To provide students with the interactive platform, the function is single; the content of the website to preach, and not much difference between the traditional "preaching" mode of education, and the contents of the old site, updated slowly, less attention to hot nowadays, ignoring the characteristics of the Internet which is a new information exchange platform, to stimulate the students' learning interest. The network ideological and political education platform useless, ideological and political education effect greatly.

In addition, some college students are addicted to the virtual world of the Internet and cannot extricate themselves, resulting in the distortion of College Students' personality, resulting in unhealthy phenomena such as ideological dislocation, behavioral abnormalities and psychological barriers, which seriously affect the mental health of college students, and are not conducive to the physical and mental development of college students.

The network platform is to carry out the frontier of network ideological and political education, the construction quality will directly affect the network platform of network ideological and political education. It requires universities in the construction of the network platform of Ideological and political education, to highlight the theme, define the direction of [7], the current university students pay more attention to the hot social concern, to carry forward the Chinese nation outstanding and the traditional moral concept; in the form not only confined to the established theme website, with hot forum, BBS, blog and instant messaging network information interactive platform combining the mainstream, broaden the channels of information exchange, multi form, omni-directional information interaction, increase the strength of Ideological and political education; the platform content should pay attention to with hot nowadays, for some of the major and sensitive issues, to stand firm, clear-cut attitude, correctly guide the students awareness of the problem, understand the situation, improve The students' Ideological and political quality and the difference between right and wrong ability, at the same time using the network platform to carry out various plans for the ideological and political education activities, to improve the students' interest, to achieve the ideological and political education objective.

Consciously overcome the ideological errors, in the network world of complete freedom of supervision, consciously abide by moral norms, consciously restrain themselves, enhance the effectiveness of education. Only under the guidance of the people-oriented concept, In order to truly
realize the two all-round development, that is, the all-round development of the society and the all-round development of the students, because the two developments are closely linked, without the all-round development of the students, there will be no all-round development of the society, and the students are the main body of the all-round development of the society. If students develop unilaterally, it will lead to one-sided development of society. Students' all-round development, including psychological quality, moral quality, political quality, Only under the guidance of the people-oriented concept can the network culture environment be created from the overall development of the students and the open education be realized under the condition of open network.

5. Conclusions and Future Work

For the optimization of the network ideological and political education environment, scholars put forward that the self-reform and self-control of the network subject, the external constraints and management of the network environment should be taken into account. Shen Jingfei put forward several measures to strengthen the ideological and political education of college students by using the network in his essay "the influence and measures of Internet on College students' ideological and political Education".

The prescription is: take the initiative, to establish and improve the campus information network; to carefully plan and carry out rich and colorful online education activities; to produce multimedia moral education software to improve the actual effect of ideological and political work; to optimize the campus cultural environment and create a healthy cultural atmosphere; to improve the rules and regulations, Strengthening supervision over the Internet. Lei Ying, in her article "the Network and ideological and political Education in Colleges and Universities", puts forward that building a healthy and harmonious network environment: the state should strengthen the management and construction of the Internet, and all sectors of society should strengthen the network ethics, Moral construction; strengthening and improving the ideological and political education of college students; shaping the network moral personality of college students.

References


