

Research on the realization of Ideology in helping universities establish morality and cultivate people from the perspective of internet public opinion

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Abstract: "Building Morality and cultivating people" is the fundamental task of current education. Advocating the concept of "Building Morality and cultivating people" in Ideology in Universities, first, providing a wind vane for the healthy development of college students, second, better practicing the socialist core values, and third, "adhering to the ancient way and resisting the present", that is, helping to realize the Chinese dream and other practical significance. This paper summarizes the connotation and characteristics of internet public opinion in Universities, and discusses the realization of Ideology helping universities build morality and cultivate people from the perspective of internet public opinion. In view of the negative influence of internet public opinion, this paper puts forward the guiding path of moral education in universities, which provides guidance for better promoting the benign interaction between internet public opinion and moral education in universities, and gives full play to the correct guiding function of ideological education in universities. Therefore, universities should explore the effective practical path of ideology under the guidance of the fundamental task of cultivating people by virtue, so as to realize the sustainable development of ideology in universities.

1. Introduction

At present, the Internet has become an important part of the daily study and life of college students. College students can learn knowledge at home and abroad through online forums, obtain information, broaden their horizons, enhance interpersonal skills, and improve political, moral quality and cultural identity [1]. The online public opinion of universities is to a large extent that students express their views and opinions on issues of concern through various online forums, which reflect the students' level of understanding, value judgment, and mental health [2]. At the same time, in the environment where college students have a mobile phone, the influence of internet public opinion is more and more obvious, among which Weibo, WeChat, Tianya, Zhizhi are the main platforms for students to accumulate experience and express ideas. When a specific issue causes a dispute among students, the mainstream ideas will be widely disseminated, thus forming internet public opinion [3]. Moral cultivation is composed of two words. One is moral cultivation, which mainly refers to the effective cultivation of outstanding social morality, personal moral quality and professional quality of contemporary college students by carrying out teaching work in moral quality and ideological quality in universities, gradually helping them to form self-independent thinking consciousness and noble sentiment, and truly developing good habits such as helping others, humility and kindness. The second is to cultivate people. It is built on the basis of Lide. Universities combine the characteristics of contemporary college students and teach students in accordance with their aptitude for the purpose of promoting the individual growth of students. The majority of students are nurtured into outstanding talents with responsibility, wisdom, courage and dreams [4]. Of course, it must be emphasized that no matter what ways and means are used to strengthen ideological and political work in Universities, the work of Party building can not be absent, which is also an inevitable requirement to strengthen the leadership of the Party in Universities [5].

2. Internet public opinion and the practical significance of "cultivating people by virtue" in ideology in universities

2.1. The Practical Significance of "Moral Education" in Ideological and Political Education in Colleges and Universities

The management of ideology has a complete set of factors, which constitute a system, including the main body, content, purpose, method and environment of ideology management. As shown in Figure 1, all of them are indispensable, otherwise the management of ideology cannot be carried out normally and orderly.

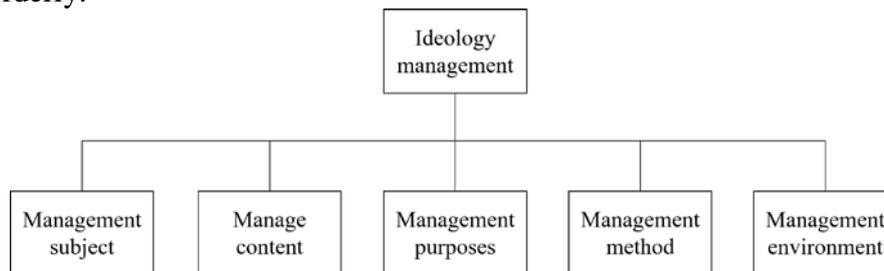


Figure 1 The relationship diagram of the elements of ideology management

"College students are the country's advanced professionals and the core of leadership for the development of socialist modernization. Their healthy growth is related to the future of the country's hopeful nation." The healthy development of college students can be understood as the healthy development of both body and mind. It can also be understood as the healthy development of being a person and doing things. In fact, these two divisions are the same corresponding relationship. The healthy development of body and mind is reflected in doing things, and the development of body and mind must be the carrier of doing things. Body and mind, especially how the heart develops, have a directional effect on the direction of human development. That is to say, the heart has the indicating function of the wind vane, which is the direction of a person's mind and determines the direction in which a person develops [6].

As the famous philosopher Socrates said, a person makes mistakes because he does not know what is wrong. Therefore, he put forward the famous educational saying that knowledge is morality, and that the primary task of education is to teach people morality. Socrates explained very well the important role of heart teaching in the process of human's healthy development. In the same way, today's "li ethical cultivating people" means that teachers impart knowledge to students through their own words and deeds, and provide guidance for them to behave, do things, and develop in a healthy direction [7].

The ideological and political course was called ideological and moral course before primary and secondary schools. The reason why the ideological and political course in primary and secondary schools was called ideological and moral course is that it undertakes the dual task of cultivating students' social and personal moral character, that is, the ideological and political course naturally has the function of establishing moral character. The moral education in Ideology is the path of moral education. To explore the path of "cultivating people by virtue" in Ideology in Universities through establishing moral educators is to improve the function of cultivating people by establishing moral character in Ideology.

2.2. Influence of Internet Public Opinion on Ideological and Political Education in Colleges and Universities

"Internet public opinion" refers to "in cyberspace, the sum of the ideological and political attitudes that most netizens hold with tendentiousness for a focus issue related to their own interests." Therefore, college online public opinion can be defined as the sum of ideological and political attitudes held by college teachers and students against the focus issues related to their own interests in cyberspace [8]. The content of public opinion on the Internet is rich and interesting, and has a certain guiding effect on students' thinking. For ideological and political lecturers in

universities, the online public opinion of students on the Internet has always been the driving force for practicing teaching content, changing educational trends, and redefining educational vision.

The formation, dissemination and extinction of internet public opinion form an evolution cycle, so does the internet public opinion in Universities. For the evolution mode of internet public opinion, scholars have divided it from different perspectives and proposed the development and evolution mode of three-stage theory, four-stage theory, five-stage theory and six-stage theory. An example of the five-stage evolution model is shown in Figure 2.

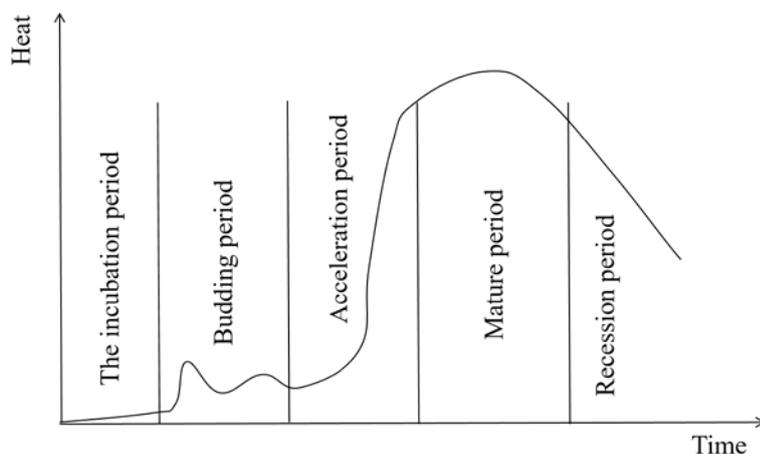


Figure 2 The life cycle of online public opinion emergencies

Subsequently, the academic circles put forward the evolution model of the six-stage theory. This paper refers to the evolution model of social hot events internet public opinion, as shown in Figure 3.

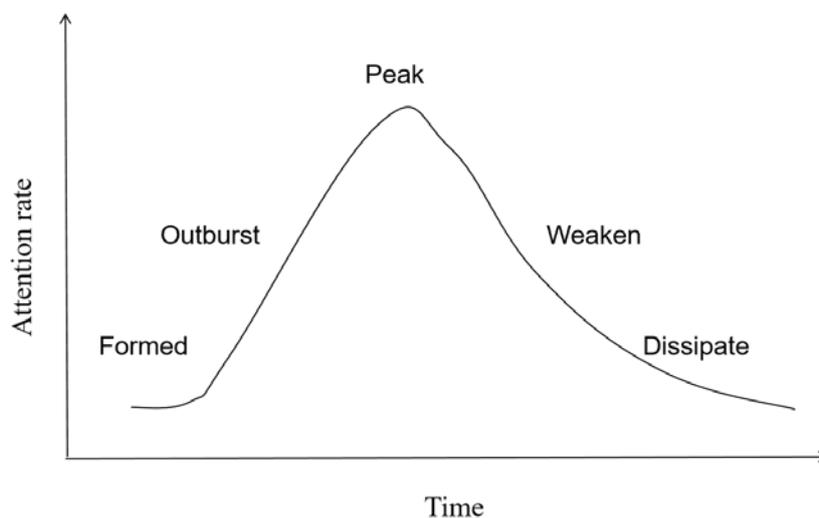


Figure 3 Internet public opinion evolution model of social hot events

Under the combination of traditional education mode and online public education platform, students' participation in online public opinion makes ideology more abundant and effective. Traditional ideology and teaching are mainly based on the unilateral indoctrination of teachers, which brings invisible pressure to students, resulting in students not being able to enter a good state, thus affecting students' ideology to a certain extent. The development of public opinion on the Internet has enabled the ideology of universities to break the tradition, create new teaching methods, and use emerging communication tools for students' ideological education.

3. The Realization of Ideological and Political Education Helping the Literary Deeds of Colleges and Universities in the View of Network Public Opinion

In 2020, under the influence of Internet technology and the new crown pneumonia epidemic,

network education has become an important mode of Ideology in Universities. Because of the high popularity and maturity of Internet technology, college students can obtain a large amount of rich scientific, artistic, human, political and historical knowledge from the Internet, but it is worth noting that: There is also a large amount of pornographic, violent and horrible information on the Internet. If this information is spread wantonly among students, students' minds will be seriously corroded. Therefore, it is necessary for schools and related teachers to have an all-round understanding of students' information on the use of the Internet, provide students with a good network, and enable students to learn ideology through the Internet without being affected by negative and bad information, so that the Internet can become an important platform for students to receive correct ideology, and actively resist bad information. Moral cultivation is an important goal in the construction of campus culture.

The use of culture to conduct infiltrating education for college students is the basic condition for "cultivating people with morality", and it is also an invisible way of education. Universities should always regard college students as the main body of education, consciously implement the concept of educating people with morality, reasonably follow the objective requirements of social construction in the new era, and combine the actual situation of contemporary college students' values and moral qualities, adjust and clarify the education goals, and change Educating people, innovating education and teaching content, optimizing teaching methods, carefully setting up courses, and constantly exploring the ideology work mode from the perspective of Lide Shuren.

Universities should expand the forms of daily classroom education, improve the teaching system of Ideology, and vigorously promote the educational reform of new courses. Especially in the process of classroom teaching, teachers can apply modern new media technology to teaching reasonably, in order to attract students' attention and present new teaching forms for them. Universities should analyze the reality through the network media, clarify right and wrong, and establish a monitoring mechanism of internet public opinion. Grasp some negative examples, carry out targeted public criticism, expose some people's ugly behaviors, and cultivate people's habit of consciously resisting bad information. The quality of the network environment is directly related to the effectiveness of ideology in universities, and purifying the network environment is the top priority for college students' management. In addition, laws and regulations on internet public opinion should be formulated to regulate the network environment and students' network ethics.

In addition, universities can also use the school's official website, college student forums, WeChat public accounts, Weibo and other media to infiltrate high-quality ideology resources into daily teaching, realize the cooperation and sharing between online education and resources, and consciously build a complete network The ideology platform actively broadens the channels for ideology and fundamentally strengthens ideological and political construction, thereby creating a good learning environment for the majority of students.

4. Conclusions

Internet public opinion is a double-edged sword. Ideology in Universities should give full play to the positive impact of internet public opinion, improve the traditional mode of Ideology, enrich and expand the content of Ideology, establish a platform for network ideology, and improve the real-time and effectiveness of Ideology. At the same time, we should correctly guide the huge and complicated internet public opinion, establish a internet public opinion observation system, timely understand the students' real ideas, help students set up a correct outlook on life and values, and give full play to the supervision role of universities on internet public opinion. Universities should comprehensively improve their ideals and beliefs, reform their educational ideas, innovate their educational contents and optimize their educational methods, truly integrate moral education into daily ideological and political teaching, correctly guide the development of ideology, speed up the construction of teachers' moral style, enhance the effect of moral education, expand the channels of moral education, maximize the function of ideology, and fundamentally improve its educational quality. Einstein said: To measure the level of a school's education is to see what qualities the students have left after forgetting the knowledge of books. And closely related to this quality is the

accomplishment of the fundamental task of a school's morality. Only by taking advantage of the state's emphasis on ideology, finding solutions to problems and finding solutions, can university leaders take advantage of the country's emphasis on ideology.

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