

## Research on Innovation Mode of “Internet +” Ideological and Political Courses in Colleges and Universities

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**Abstract:** in the context of the Internet, the ideological and political theory course in Colleges and universities should closely follow the practice, strengthen the role and effectiveness of the Internet, promote the high integration of Ideological and political work and information technology, innovate the content supply and teaching path, and enhance the attraction and richness of Ideological and political education. In order to make the ideological and political education work more meet the actual needs, we should always focus on the innovative practice of Ideological and political education in Colleges and universities, and pay attention to the analysis of its problems and the application of relevant countermeasures.

### 1. Introduction

As an important part of higher education organization in China, colleges and universities aim to cultivate practical talents with modern innovation. Modern innovative practical talents pay attention to rigorous study, innovative practice, excellence and equal treatment, which play an important role in the construction of socialist civilization and economy in the new era of China. How to train modern, innovative and practical talents is an important issue for colleges and universities. Ideological and political education in Colleges and universities is to solve the ideological problems in personnel training. As an important part of college education, ideological and political education is an important foundation for the development of various subjects. It not only affects the future of students, but also affects the development of socialist cause in China. In December 2017, the Party group of the Ministry of education of the Communist Party of China issued the implementation outline of the quality improvement project of Ideological and political work in Colleges and universities, which emphasized that the development of Ideological and political education in Colleges and universities should be based on morality, centered on ideal and belief education, guided by socialist core values, and focused on the overall improvement of talent training ability, etc. Exhibition. Under the background of educational reform, ideological and political educators in Colleges and universities should keep up with the development of the times, keep pace with the times, not only accumulate and enrich working experience, but also innovate working concepts and working methods according to actual needs, so as to promote the efficiency of Ideological and political education and ensure the long-term development of socialist cause.

### 2. Current Problems in Ideological and Political Education in Colleges and Universities

#### 2.1 Impetuous Ideological and Political Cognition

With the development of the times and the progress of social economy, people's life is increasingly rich, and the culture is global diversified. Naturally, people's ideological understanding, value orientation and moral concept have changed greatly, and the diversity and individuality of individuals are more prominent. In this kind of social environment, the ideological and political understanding of modern college students has also changed greatly, which brings great difficulties to the ideological and political education in Colleges and universities. The specific performance is as follows: first, the conflict of ideological cognition. Under the social background of freedom of public opinion, due to the intervention of western thoughts and the birth of modern thoughts, the

ideological understanding of college students is more diversified. In some aspects, it is quite different from the traditional concept, showing more eager for quick success and instant benefits, such as the impulse for love, the desire for innovation, etc., no longer seeking the previous step-by-step, more prominent practical demands and urgent contributions. Near profit [1]. Second, the impetuous attitude towards life. Compared with the older generation of college students, the modern students pay more attention to their own interests, and pay less attention to the interests of others, the national interests and social interests, which leads to the college students' attitude towards life more callous, more material and utilitarian.

## **2.2 Lagging Behind Ideological and Political Education Mode**

Although with the development of the times, the ideological concept of college students has changed dramatically, but the ideological and political education work mode in Colleges and universities due to the limitations of funds, facilities, personnel and other aspects, resulting in the slow renewal of its work mode, the use of the previous work mode still exists in large numbers. Under the background of this work mode, if we want to effectively promote the research process of Ideological and political education and achieve the goal of modern ideological and political education, its work results are very little. In the ideological and political education classroom, some teachers did not start from the reality, did not pay attention to the analysis and research of students' ideological understanding, and paid too much attention to the instilling of theoretical knowledge, which not only led to the boring teaching atmosphere, but also was not conducive to the absorption of students' knowledge. In addition, colleges and universities generally attach importance to the construction of hard indicators such as school scale and teaching facilities, while the construction and management of soft indicators such as ideological and political education are neglected, resulting in the lack of Ideological and political team, the good and the bad are uneven, and weak areas appear in the ideological and political education work.

## **3. Build a New Mode of Ideological and Political Education in Colleges and Universities**

### **3.1 Strengthen Education Platform Cooperation and Develop Ideological and Political Education**

In the ideological and political education of colleges and universities, in order to effectively improve the ideological and political awareness of students, colleges and universities should start from the reality, pay attention to the cooperation of various education platforms, and jointly promote the development of Ideological and political education, so as to achieve the goal of improving the ideological and political awareness of students((as shown in Figure 1)). First of all, according to the characteristics of the students, the teachers will help the students to establish a healthy and active community cultural activity platform, pay attention to guiding the students to implement democratic and equal management of their own activities, establish and improve the core leadership structure of the Party committee, the Youth League Committee, etc., standardize the rules and regulations of the community, pay attention to the leadership and guidance of the relevant departments, and organize the group regularly. Cultural activities enrich students' after-school life, enrich students' Ideological and political understanding, and make the community become the position and quality development platform of students' Ideological and political education. Secondly, from the reality, guide students to build a positive dormitory culture platform, emphasize communication and exchange between dormitory members, integrate ideological and political education into students' life practice, and ensure the healthy development of students' ideological reduction. Finally, we should pay attention to the application of the network education platform. Because of the common habit of the students in Colleges and universities to access the Internet, colleges and universities can build the corresponding campus network according to the actual needs of students. With the help of the online party school, psychological navigation, employment consultation and other forms, the network platform can become the platform of Ideological and political education for students, and promote the physical and mental health of students. At the same

time, strengthen the management and monitoring of network information, and put an end to the impact of unhealthy information on students.

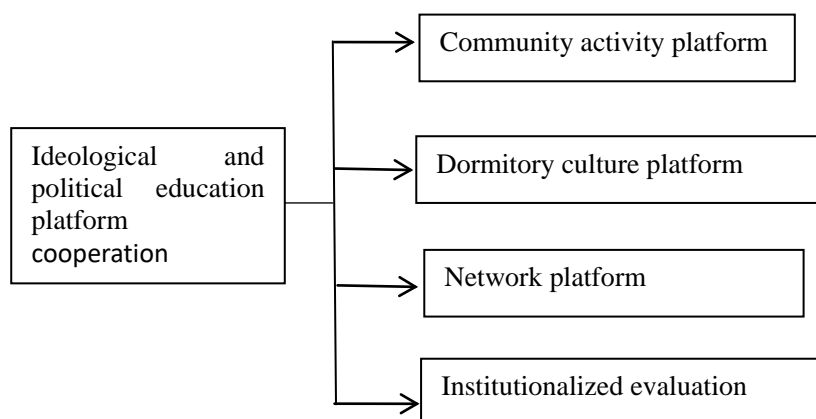


Fig.1 Ideological and Political Education Platform Cooperation

### 3.2 Update Ideological and Political Education Discourse and Lead Orthodox Thoughts

Colleges and universities should combine the practice, analyze the characteristics of students, update the functions of conversion, interpretation and innovation of the discourse system of Ideological and political courses, and make use of Ideological and political courses to convince people with reason, move people with morality and move people with emotion, so as to make ideological and political courses achieve the effect of turning spring into rain and moistening things silently. On the one hand, the unity of theory and practice, enhance discourse interpretation. Based on the real life and students' needs, we should pay attention to students, focus on problems, gather ideas, dissolve the buttons of thoughts and theories, and transform the abstract and academic ideological and political theory discourse into concrete and practical life discourse. In other words, the ideological and political course is to unify theory and practice, highlight the educational role of Ideological and political discourse, tell “good stories” and “tell” stories, and affect students' ideological conduct. Colleges and universities should be good at creating life situations and modeling symbols, interpreting the internal value of Ideological and political education with three-dimensional and vivid daily experience, and stimulating the emotional resonance and value identification of the educated. On the other hand, unifies the leading and the subjectivity, promotes the ideological and political lesson discourse transformation. We should pay attention to personal experience and highlight the participation of the main body, grasp the strength of teaching students according to their aptitude, focus on the ideological characteristics, thinking mode and cognitive needs of students, transform the leading discourse of stereotyped preaching and teaching according to the book type into the guiding discourse of liking and intriguing, and realize the transformation from the teaching material system to the teaching system. We should respect multiple expressions, eliminate discourse differences, actively talk about students' individual expressions and internal demands, and internalize ideological and political contents into the heart and externalize them into practice.

### 3.3 Enrich Content Supply and Improve Ideological and Political Effectiveness

Using Internet + technology, we should vigorously develop ideological and political education, build new media matrix, strengthen theoretical propaganda, and lead innovation in teaching mode, learning method and course content. Enrich content supply and improve ideological and political effectiveness (as shown in Figure 2). First, we should fully grasp the relationship between the content of Ideological and political courses and current affairs and politics, and build a content system of Ideological and political education in line with the development of the times. Strengthen students' sense of mission and responsibility for their country, continuously strengthen the analysis

and judgment of major issues in the field of Ideological and political work and the overall guidance of major strategies, so that ideological and political education can truly become an important help of “unity of thought and cohesion of power”. We should firmly grasp the leading power and discourse power of the ideological and political classroom, focus on Chinese wisdom, Chinese experience and Chinese programs, play the role of “educating people with culture and culture”, and promote the development of Ideological and political education. Secondly, we should fully understand the relationship between the content of Ideological and political education knowledge and the socialist core values. The content of Ideological and political education should go deep into the campus, be close to the students, understand the needs, form the original and fresh content with wide resonance from the perspective of “first-hand” information and students; pay attention to the function of agenda setting, expand the scope and depth of students' participation through regular planning of publicity themes and current events focus, select the art and skills in virtual communication to realize the interaction with students, and form Positive direction of public opinion in Ideological and political education. Give full play to the unique advantages of online and offline class isomorphism, synchronous learning and living resources, and peer exchanges between teachers and students, so that the cohesion of Ideological and political education can reach students' hearts.

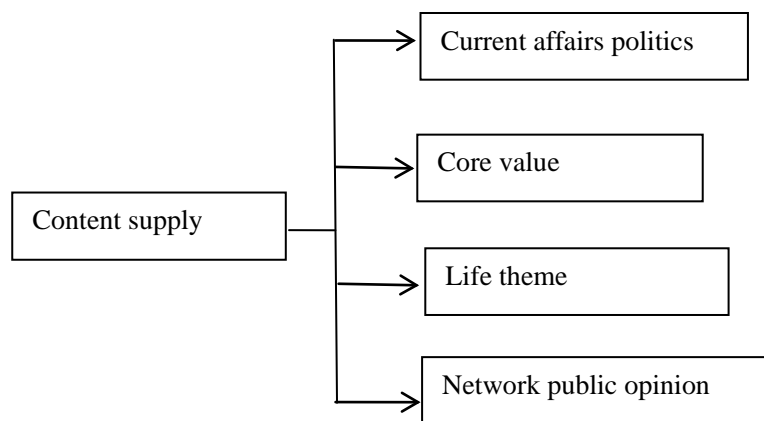


Fig.2 Content Supply

### 3.4 Cultivate Students' Core Values and Improve the Long-Term Mechanism of Ideological and Political Education

On the one hand, in the process of Ideological and political education, schools and teachers should always take core values as the key content of education, help students to judge good and evil, determine the goal of pursuit, and improve students' ideological character. In order to effectively cultivate students' core values, colleges and universities should make full use of various ways to publicize, such as watching relevant video materials, organizing special lectures, holding various competitions and other ways to enhance students' understanding and awareness of core values, so as to facilitate students to practice core values in their daily study and life. On the other hand, colleges and universities should set up a working system of “unified leadership of the Party committee, co management of departments, direct responsibility of departments and coordination of functional departments”, give full play to the leading role of the party organization, and help students carry out self-management and self-education. According to the actual needs, establish and improve the incentive mechanism, assessment and evaluation mechanism, and research mechanism of work mode, so as to ensure the effective development of Ideological and political education in Colleges and universities.

### 3.5 Innovate the Evaluation of Ideological and Political Education and Give Full Play to the Effect of Ideological and Political Education

The ideological and political theory course in Colleges and universities should pay attention to improving and optimizing the evaluation mode, using the Internet + establishing the big data evaluation system of Ideological and political education, carrying out dynamic monitoring and objective evaluation of Ideological and political education, and ensuring the quality and effect of Ideological and political education(as shown in Figure 3). First of all, the conventional evaluation of Ideological and political education, focusing on the promotion effect of Ideological and political education. The normal evaluation mainly aims at the daily evaluation of Ideological and political education, which is closely related to the daily life of teachers and students. It focuses on the vital interests and real needs of teachers and students, takes the daily performance of teachers and students as the evaluation index, follows the basic principles of respecting facts and objective tables, ensures the authenticity and accuracy of evaluation information and the reasonable and scientific evaluation methods, and unifies the fact factors and value judgments in the evaluation process. Break. Secondly, we should evaluate the process and result of Ideological and political education classroom. To enhance the ideological and political education classroom education by process evaluation, to verify the effect of education by result evaluation, so as to adjust the curriculum and education methods in real time according to the actual needs, and lead teachers and students to benefit from ideological and political education. Finally, the institutionalized evaluation system is the guarantee to promote the construction of Ideological and political education. It is to solve the problem of the construction of Ideological and political education management system and how to apply ideological and political education to improve the ideological character of teachers and students. The basic premise of institutionalized evaluation is the coordinated development of the evaluation subject and the evaluation object. The evaluation subject should combine the education standard and the requirements of the times, respect the characteristics of the object and individual feelings, reasonably set various indicators and weights, and ensure the objectivity and fairness of the ideological and political education evaluation itself. The basic requirements of institutionalized evaluation are the scientific construction of evaluation scheme and evaluation model, the use of big data analysis technology and “smart campus” information system, the construction of evaluation model with students' individual and ideological status as dependent variables and ideological and political education process elements as independent variables, and the exploration of influencing factors and effects behind behavioral data.

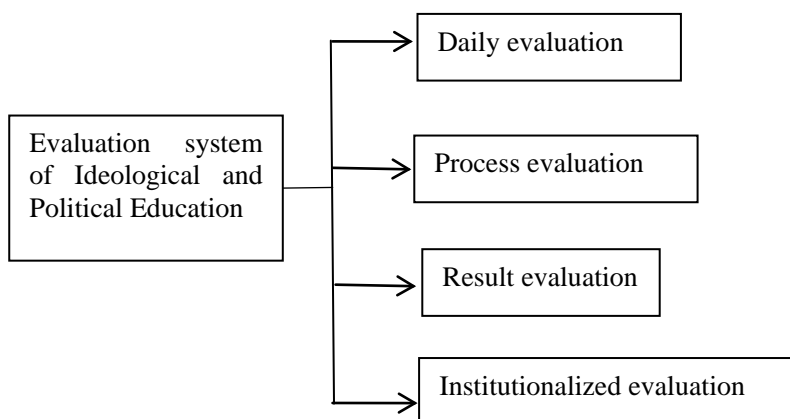


Fig.3 Evaluation System of Ideological and Political Education

## 4. Conclusion

Ideological and political education, as the key content of education, is the basis and guidance of all contents of education. Colleges and universities should always put ideological and political

education in the first place, implement the latest ideological and political education concept of our party, innovate education reform and education mode, use modern education technology, train excellent college students, and create innovative practical talents that meet the actual needs.

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