

The Realistic Predicament and Basic Way out of College Students' Ideological and Political Education on the Internet

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Abstract: with the Rapid Development of the Internet, College Students Are Inseparable from the Support and Help of Network Information Technology Both in Life and in Learning. At Present, College Students Have the Characteristics of Focusing on Interaction and Advocating Equality, Which Makes Network Ideological and Political Education Gradually Become an Important Part of Ideological and Political Education in the Internet Era. in Recent Years, Although Colleges and Universities Have Made Great Progress in Network Ideological and Political Education, They Still Face a Series of Problems to Be Solved. in View of This, Based on the Analysis of the Importance of Strengthening the Ideological and Political Education of College Students on the Network, This Paper Analyzes the Practical Difficulties Faced by the Ideological and Political Education of College Students on the Network. and from the Aspects of Enriching the Content of Ideological and Political Education on the Internet, Innovating the Network Carrier of Ideological and Political Education on the Internet, and Strengthening the Construction of the Team of Ideological and Political Education on the Internet, This Paper Puts Forward Some Countermeasures to Strengthen the Ideological and Political Education on the Internet of College Students, in Order to Provide Some Reference for Improving the Effectiveness of Ideological and Political Education on the Internet.

1. Introduction

1.1 Literature Review

Guo Yuanyuan thinks that the specific contents of the network ideological and political education in colleges and universities mainly include the network legal education and the network political education. She points out that there are some problems in the network ideological and political education of college students, such as the imperfect structure of the education content and the outdated education methods, and puts forward some innovative measures (Guo, 2016). Wu Xi pointed out that there are many problems in the network ideological and political education of college students, such as low degree of informatization, weak pertinence, monotonous form and boring content, and analyzed the reasons, and then put forward a series of solutions (Wu, 2013). Zhou Di thinks that there are some problems in the network ideological and political education of colleges and universities, such as the extensive entertainment of the network ideological and political education, the aggravation of the negative information dissemination, etc., and points out that it is of positive significance to promote the continuous development of the network ideological and political education of colleges and universities to improve the personalized service ability of Ideological and political education through the establishment of big data awareness, and to build a "Trinity" Ideological and political education mechanism (Zhou, 2017). Li Siqi pointed out that it is necessary to improve the acceptance effect of college students' online ideological and political education from the aspects of improving the political and cultural quality of college students, improving the acceptance ability of college students' website ideological and political education, and creating a diversified platform for college students' online ideological and political education (Li, 2018). Cui Xinyu believes that in the new media environment, there is a gap between the Internet discourse of college students and the discourse of ideological and political education in colleges and universities, which is manifested in the fracture of unidirectionality and interaction, the

conflict of ideology and entertainment, the disconnection of stability and popularity, etc. The ideological and political educators of college students need to further improve the influence of ideological and political discourse in colleges and universities from the aspects of serving the needs of college students, paying attention to the interests of college students and focusing on the growth rules of college students (Cui, 2019). Liu Lianjun and Deng Miaoqing put forward a series of countermeasures and suggestions to strengthen the ideological and political education in colleges and universities, such as establishing a comprehensive education idea, adhering to the three-dimensional cultivation of ideological and political education and strengthening practical training (Liu and Deng, 2019).

1.2 Purpose of Research

The Internet era not only brings unprecedented opportunities to the ideological and political education of college students, but also brings great challenges. In recent years, the network ideological and political education of college students has made remarkable achievements, but there are still many problems that can not be ignored. How to strengthen the network ideological and political education of college students has become an urgent and important issue for the network ideological and political educators in colleges and universities. Based on this, this paper attempts to analyze a series of practical dilemmas faced by college students' Network ideological and political education, and then puts forward relevant solutions, hoping to provide reference and suggestions for promoting the development of college students' Network ideological and political education and enhancing the effectiveness of college students' Network ideological and political education.

2. The Importance of Strengthening College Students' Ideological and Political Education on the Internet

On the one hand, strengthening the ideological and political education of college students on the Internet will help to promote the development of ideological and political education in colleges and universities. The increasing popularity of the Internet has brought great opportunities for ideological and political education in colleges and universities, which has a profound impact on the traditional ideological and political education concept, education mode and education content. The development of network information technology plays an important role in opening up new ways and channels of ideological and political education in colleges and universities. On the other hand, strengthening the network ideological and political education of college students will help to promote the healthy growth of college students. As the main body of training contemporary college students, colleges and universities shoulder the important mission of training high-quality talents, and the network ideological and political education of college students has a great impact on the success or failure of talent training. Contemporary high-quality talents should not only have good scientific and cultural quality and ideological and political quality, but also have network moral quality to adapt to the new media environment. Through the scientific and reasonable use of network ideological and political education carrier, colleges and universities guide and educate college students, which is helpful to promote the healthy growth and overall development of college students.

3. The Realistic Predicament of College Students' Ideological and Political Education on the Internet

3.1 The Content of College Students' Network Ideological and Political Education is Not Rich Enough

The rapid development of network technology is of great significance to the informatization, networking and digitalization of ideological and political education resources of college students. The sharing and magnanimity of network media can improve the coverage and storage of ideological and political education content of college students. The multimedia and rapidity of network media can realize the diversification of content expression of ideological and political

education of college students. At present, although colleges and universities have made great progress in these aspects, the ideological and political education in colleges and universities is still facing the problem of insufficient content. As far as the website of ideological and political education in colleges and universities is concerned, many colleges and universities regard the website of ideological and political education of college students as the website of departments of colleges and universities and operate it with simple administrative thinking. Many education websites focus on the single and flat display of ideological education content of college students, which is not close to the topics of life, learning, employment, making friends and psychological consultation that college students are concerned about. College students can not find the relevant information they need, and their real needs are difficult to meet.

3.2 Insufficient Use of Network Ideological and Political Education Carriers for College Students

The reasonable use of college students' Network ideological and political education carrier can effectively expand the educational vision and enrich the educational content. Although college students' network ideological and political educators have achieved some results in the use of network carrier, there are still problems of insufficient exploitation and utilization of the network ideological and political education carrier of college students. College Students' Network ideological and political education does not make great use of network education resources, and the development of network carrier application content is insufficient. Many colleges and universities in the use of network carrier more or stay in the form of application, not fully mining network carrier application technology. For example, although many colleges and universities have established their own network platforms, many colleges and universities are still in a state of "individual politics". There is no effective resource sharing among major universities, and it is difficult to form complementary advantages. In addition, the major colleges and universities have not fully explored and exploited the educational resources in the relevant websites frequently visited by college students.

3.3 The Quality of Network Ideological and Political Educators of College Students Needs to Be Improved

At present, the Internet age puts forward higher requirements for ideological and political educators. On the one hand, the ideological and political educators of college students should have a solid political theoretical foundation. On the other hand, they should have the network professional quality to adapt to the network ideological and political education. However, although some educators have higher political theoretical literacy and higher cognitive level on the laws of ideological and political education, they lack the necessary professional knowledge and skills in Internet and computer, and are unable to skillfully use computer knowledge to communicate and effectively guide college students on the Internet. Many ideological and political education workers in colleges and universities have not received systematic and formal training in computer skills and network knowledge, resulting in their lack of knowledge and understanding of Internet technology, and the practical operation level of ideological and political education of college students using the Internet is not high. The comprehensive quality of the network ideological and political education workers of college students is not high, which has a great negative impact on improving the effectiveness of the network ideological and political education of college students.

4. The Basic Way out of College Students' Ideological and Political Education on the Internet

4.1 Enrich the Content of Ideological and Political Education on the Internet for College Students

All major colleges and universities should continue to enrich the content of college students' ideological and political education from the aspects of strengthening college students' network ideological education, network legal education, network mental health education and network

political education. The ideological and political education workers of college students need to make full use of modern multimedia technology such as video, text, sound effect and photoelectricity, so as to present the traditional ideological and political education content to college students vividly and novelly. This will make the boring theoretical knowledge more easily accepted by college students, and has a positive significance to enhance the learning initiative and enthusiasm of college students. College students' ideological and political education workers should also put theoretical knowledge into the hot events of college students' attention, and combine theoretical knowledge with popular events with educational significance. Taking hot events as the starting point, we can guide college students to have a wide discussion, which is conducive to finding their needs and problems from the big discussion of college students.

4.2 Innovation of Ideological and Political Education Network Carrier for College Students

On the basis of strengthening the construction of campus network platform and special website, universities should make full use of new mobile media to carry out ideological and political education for college students. Mobile media has the characteristics of flexibility and convenience. Using mobile phones to carry out ideological and political education for college students is conducive to breaking the limitation of time and space. On the one hand, ideological and political educators should make full use of wechat to carry out ideological and political education for college students. At present, wechat plays an extremely important role in social platforms and has strong interaction. Ideological educators in colleges and universities should establish communication groups on wechat platform so that students can timely feedback their own needs and problems, so that ideological educators can give guidance and help in a timely manner. Universities should also open public numbers, push relevant information through the WeChat public number for university students, and guide and educate students through information. On the other hand, ideological and political educators should use microblog to carry out ideological and political education for college students. As a social software loved by college students, microblog has the advantages of large amount of information, wide coverage and convenient communication. Colleges and universities should open their own microblog accounts, and update relevant hot information regularly, so as to guide college students to establish correct ideological and political concepts.

4.3 Strengthening the Construction of College Students' Network Ideological and Political Education Team

In order to build a college students' network ideological and political education team with good political literacy and higher network professional ability, each university should carry out the work from the following aspects. First of all, major universities should strictly implement and implement the standards for eligibility for admission, and do a good job in selecting and hiring network-based ideological and political education workers. When carrying out the selection and recruitment of college students' ideological and political education educators, they should not only examine the political theory level of the competitive recruits, but also comprehensively examine the online business literacy of the competitive recruits. Secondly, colleges and universities should strengthen the training of network ideological and political educators, comprehensively improve their comprehensive quality, so that they can skillfully use Internet technology and network knowledge. Through more formal and systematic Internet training, ideological and political educators in Colleges and universities can use new media to effectively guide and educate college students. Finally, colleges and universities need to build and improve the evaluation mechanism and reward mechanism of Ideological and political education. Research and formulate effective and feasible assessment methods, take the theoretical research results, education effect and social efficiency as the main assessment indicators, comprehensively evaluate the ideological and political education of college students online, and actively carry out various assessment and commendation activities.

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