

Research on the Discourse Right of College Students' Ideological and Political Education Network Culture Based on Process Learning

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Abstract: At the Present Stage, Network Culture is Popular in All Major Campuses, and Most of the Content Information Has a Great Temptation to College Students, Which Reduces Their Ideological Consciousness and Leads to a Weak Voice in Ideological and Political Education. under the Background That Our Country Strongly Advocates Quality Education, the Ideological and Political Education of College Students Has Become a Major Topic in the Field of Higher Education. Based on the Practice of a Series of Discourse Dissemination in the Network Environment Based on Process Learning, the Power Obtained in the Network Ideological and Political Education Field. This Kind of Discourse Power with the Functions of Guidance, Regulation and Control Can Improve the Persuasion and Effectiveness of College Students' Ideological and Political Education. At Present, to Enhance the Discourse Power of College Students' Ideological and Political Education Network Culture, We Must Strengthen the Construction of Network Information Technology, Enhance the Consciousness of Network Cultural Discourse Setting, Promote the Wide Spread of Network Cultural Discourse, Actively Participate in the Confrontation of Network Cultural Discourse and Improve the Discourse Ability of Network Ideological and Political Education.

1. Introduction

With the Development of Modern Information Science and Technology, the Internet Has Increasingly Become an Important Platform for Ideological and Cultural Exchange, Blending and Confrontation At Home and Abroad, Which Has a Very Significant Impact on the Thoughts and Behaviors of Millions of College Students [1]. under the Impact of Network Culture, It Has a Great Impact on the Ideological Values of College Students, and the Mainstream Ideology of College Students Has a Distorted Trend, and There is a Trend of College Students Pursuing Bad Behavior, Which Has Caused Great Damage to the Ideological and Political Education Construction of College Students [2]. the Process Learning of College Students' Political Learning is to Constantly Correct Students' Learning Habits, Encourage and Guide Students to Take the Initiative to Learn Independently, Be Brave in Thinking and Actively Participate. in the Current Network Ideological and Political Education of College Students, the Phenomena of the Absence of Educators and the Weakening of Discourse Rights Such as Aphasia Are More Serious, Thus Facing the Danger of Losing the Ideological and Political Education Position [3]. Therefore, It is an Urgent Task and an Important Topic for the Ideological and Political Education of College Students to Actively Occupy the Position of Network Culture and Continuously Improve the Discourse Right of Network Culture. in Order to Enable College Students to Cope with This Network Environment, It is Very Important for Educators to Recognize the Right to Speak in Education First. Based on Process Learning, This Paper First Explores the Urgency of Enhancing the Right to Speak in Network Culture of College Students' Ideological and Political Education.

2. The Value and Significance of College Students' Ideological and Political Education Network Cultural Discourse Right

2.1 is Conducive to Maintaining the Ideological Security of Chinese Universities

Ideological Security in Colleges and Universities is an Organic Component of National Ideological Security. Only by Continuously Consolidating and Strengthening Ideological Security in Colleges and Universities Can Chinese Ideological Security and National Security Be Guaranteed. the Network Can Freely Vent Emotions, and Then Affect the Real-Life Discourse Norms [4]. Materialism and Hedonism, Which Are Prevalent in Network Culture, Mislead College Students to Blindly Follow Them. Network Language Itself Advocates Freedom and Openness, So College Students Are Very Receptive and Creative to Network Words. They Can Not Only Quickly Accept Network Words, But Also Create Some Living Network Words Themselves. with the Emergence and Development of the New Technological Revolution and the Construction of the Information Superhighway, the Network Has Increasingly Become an Organic Part of University Life, and the Network Field Has Also Become an Important Position for Ideological Struggle [5]. in the Ideological Education in Colleges and Universities, the Traditional “Spoon-Fed” Teaching Mode Used to Be Dominated by Educators. Educated People Often Have to Accept What They Say, Which, to a Certain Extent, Has Deprived the Educated of Their Right to Speak. Therefore, the Key to the Research on the Discourse Right of College Students' Ideological and Political Education Network Culture is Not to Discuss Who Has the Discourse Right, But to Focus on How to Generate and Construct the Discourse Right [6]. Therefore, College Students' Ideological and Political Education Must Take the Initiative to Occupy the Network Field, Control the Discourse Right of Network Culture, and Actively and Effectively Safeguard the Ideological Security of Chinese Universities.

2.2 Is Conducive to the Prosperity and Development of Campus Network Culture

Campus culture includes both explicit and implicit campus culture. This includes not only the “off-line culture” of the campus, but also the “on-line culture” of the campus. On the whole, college students' groups are greatly influenced by network culture, which greatly dominates college students' thinking and changes their thinking mode accordingly. It can be mainly through the attention and dissemination of ideological and political education in network culture. The discourse of college students' online ideological and political education is mainly a discourse system to help students establish correct world outlook, outlook on life and values, define basic political positions, strengthen students' ideological and moral education, and enable them to develop in an all-round way [7]. Network power is a cultural and political power form constructed on the network space, and the concept of network power and the relationship between the three levels of network power are combed from the three levels of individual, society and imagination. The ideological and political education of college students should control the discourse right of network culture, that is, they should take the initiative to occupy the network position, actively construct the campus network culture, build the campus network into a bridge of combining teaching with learning and using, and build a garden for college students to learn theory, understand information, discuss and exchange [8]. Therefore, it is a construction strategy that cannot be ignored to strengthen the supervision of the campus network environment and optimize the network environment.

2.3 Is Conducive to Deepening the Concept of Network Culture Education

The development of network information technology is quietly changing the lifestyle of college students. Virtual network life has become an organic content and an important way of college students' life. With the advent of the Internet era, various ideas have been innovated, the educational content has gradually separated from reality, and the knowledge taught is empty and rigid, which is no longer applicable to contemporary educational classes. In such a social networking environment, it advocates freedom of speech, equal interaction and certain openness [9]. This not only breaks the limitation of people's communication, but also is an innovative embodiment of the expression order

of public discourse. Campus network culture is a subculture of campus and a new form of campus culture. No matter how this cultural form develops and how cultural content changes, it is bound to carry specific values. The key to the formation of network power at the individual level lies in the construction of power with identity, and the publication of diversified information content is the key to obtaining identity. It is also in this brand-new expression order that college students can have more practice platforms. Even though their words are deeply influenced by the words of educators, under the impact of this new thing, the acceptance of college students far exceeds that of educators. Under the background of network culture, ideological and political education content loses its educational connotation, educational content and educational concept are abandoned by the times, and college student groups lack interest in learning, which is bound to reduce their educational discourse power [10].

3. The Content Coverage of College Students' Ideological and Political Education Network Cultural Discourse Right

3.1 Familiar with the Cultural Discourse in the Network Field

Familiarity with cultural discourses in the network field is the premise and foundation for analysis, innovation and dissemination of network cultural discourses. College students' ideological and political education, if they cannot or do not want to be familiar with cyber cultural discourse, will inevitably lack the ability and opportunity to dialogue, interact, contend and clash with various ideological and cultural discourse, and will inevitably lose the dominant power of cyber cultural discourse. The freshness and variety of network culture, by contrast, the ideological and political lessons are boring, and the educational methods make college students lose interest in learning. According to the characteristics of college students' political disciplines and students' mental development, based on the three-dimensional objectives of the curriculum, we should actively implement the diversification of evaluation methods, adhere to the combination of summative evaluation and process learning, the combination of qualitative evaluation and quantitative evaluation, and the network language is also the product of the development of the information society. People need to look at it dialectically on the basis of cognition. For the college students who like new things, they may be attracted by the next new title without thinking about and judging the correctness of the information. These various trivial one-sided information will make the college students who lack social experience and practical experience fall into thinking dilemma. With the rapid changes in social practice and social life, various social events, cultural information and cultural information in real life are often quickly reflected in cyberspace. Under the network environment of massive information, the first step to obtain the right to speak must be the attention, resonance and approval of the target audience, otherwise everything is empty talk.

3.2 Analysis of Cultural Discourses in the Network Field

The ideological and political education of college students should not be limited to all kinds of network cultural discourses, but need to carry out a profound analysis of all kinds of network cultural discourses, and be good at grasping the behind intention, interest subject and appeal content of all kinds of network cultural discourses. At the same time, ideological and political teachers are reluctant to contact or even reject the network culture itself. This leads to the gap between them and students, and then reduces the discourse power of ideological education. The purpose of the discourse right of ideological and political education in colleges and universities is to convey correct ideas through language and achieve the purpose of educating people. They often form rigorous and boring discourse based on teaching materials. The ideological and political education of college students may become the ideological captive of the so-called "network freedom" if it is not deeply analyzed and interpreted. Therefore, in order to better carry out network ideological and political education for college students, it is necessary to enhance the network cultural discourse power of ideological and political education for college students under the new expression order.

3.3 Innovating Cultural Discourse in the Network Field

The key to the ideological and political education of college students is to innovate the discourse of network culture in order to fully exercise the discourse right of network culture and embody the discourse ability of network culture. The “discourse” of university students' ideological and political education network cultural discourse right is a diversified network cultural product that implies dominant ideology, can quickly arouse the attention of university students, resonate with them, and then obtain their recognition. The lack of new ideas in language and the lack of learning micro-language make students listen to these old-fashioned words and have little interest in learning. In the micro-era today, educators must continuously improve their learning ability if they want to achieve the goal of ideological education for college students. Therefore, this kind of educational discourse will be normative, educational and political to some extent, and it is a very serious discourse. Not only that, the ideological and political education of college students should innovate the network cultural discourse, but also continuously inject advanced cultural values into the network cultural discourse. In order to find out the internal reason for the loss of the right to speak in ideological education, educators should put down their prejudice against network culture, understand the mainstream cultural views of contemporary college students, and grasp the specific psychological dynamics of college students. The difference between the two discourses hinders the achievement of educational goals, which also shows that it is of certain educational significance to enhance the discourse power of network culture in ideological and political education of college students.

4. The Way to Enhance the Discourse Right of College Students' Ideological and Political Education Network Culture

4.1 Strengthen the Construction of Network Information Technology

The discourse of network culture is based on the hardware and software of the network. Without strong network information technology as support, it is impossible to enhance the discourse right of network culture. Only by managing the network environment, supervising and controlling the network culture and getting rid of the unhealthy atmosphere can the ideological trend of college students be changed. The school can use its own public platform to carry out the dissemination of online discourse, so as to update the emerging online discourse in a timely manner, and in-depth analysis of the practical application of online discourse and its value and significance in combination with the corresponding educational concepts. In the process of political learning for college students, the teaching process and examination results should be integrated. The supervision mechanism should be strengthened and the corresponding platform system should be formulated. For example, teachers and students need to adopt certain methods to enter the campus micro-platform for communication and learning, and correctly grasp the guiding role of educational discourse. Make the campus network a new channel for spreading advanced culture, a new front for strengthening ideological and political education for college students, and a new platform for serving college students in an all-round way. Therefore, it is an urgent matter to build a contingent of ideological and political educators with network literacy as soon as possible to construct the discourse right of ideological and political education network culture for college students.

4.2 Strengthen the Consciousness of Setting Up Internet Cultural Discourse

To enhance the discourse power of network culture in ideological and political education of college students, it is necessary to form the consciousness of setting up discourse power of network culture. Internet culture has a very strong ability to spread, and its vicious aspects must be passivated until the Internet culture is controlled within an acceptable range, so that the Internet can play a significant role and will not be used by people with ulterior motives to spread bad content. Even on the basis of vigorously supervising the network environment, it is impossible to clean up all the vulgar information, and there will always be many “slip through the net” that will erode college students' thoughts. The vision of process learning in political learning for college students

should be directed to the whole learning process of students. Therefore, in the face of this situation, educators need to master the initiative of discourse, so that students can learn to distinguish between right and wrong, judge true and false, and cultivate their ability and consciousness to consciously resist bad information on the basis of trust. On the other hand, we should learn from the excellent universities in the micro platform and learn from their elite parts to create a healthy platform with their own characteristics. Putting forward and spreading correct network culture discourse is the strategic focus to deal with the western network culture discourse and to build up the network ideological and cultural position of college students. We need to establish the consciousness of actively spreading correct network culture discourse and carry out the communication of network culture discourse widely and effectively. With the rapid development of the Internet, China has strengthened the supervision of network security to ensure the stability of the whole network environment. Therefore, the school should also strengthen its own network culture construction. Therefore, to construct the discourse power of Ideological and political education network culture of college students, we must enter into the life world of college students, design and produce diversified network culture products with implied leading ideology.

4.3 Take the Initiative to Participate in the Online Cultural Discourse Clash

To enhance the discourse power of network culture in college students' ideological and political education, we should also take the initiative to participate in the discourse confrontation of ideological culture in the network field. When managing the network atmosphere, we should publicize excellent culture and core moral concepts at the same time. Under the guidance of mainstream ideology, network culture can be effectively controlled. The public can fully express their suggestions and ideas, which requires educators to change the traditional mode of education and adopt more innovative modes that students like. Moreover, educators must learn to listen, listen to the ideas of different students, and realize dialogue with them so that they can exercise their right to speak. We need to focus on hot issues that college students pay attention to, select appropriate topics, actively carry out topic interaction with college students, and conduct topic guidance in the interaction. Therefore, in order to enhance the discourse power of network culture, college students' ideological and political education must take the advanced cultural values as the core and actively participate in the discourse confrontation of network culture. Educated people should enhance their desire to express themselves, have a sense of ownership, not just listen to teachers' lectures, but actively express their views, respect teachers and participate in classroom interaction at the same time. Make students resonate with it and achieve the effect of education. Only in this way can we better deal with the ideological education of college students.

5. Conclusion

In the era of the rapid development of the Internet, it is a very important project to enhance the discourse power of college students' ideological and political education in network culture. Therefore, in the process of constructing strategies, we should constantly reflect and summarize, and timely check and fill in gaps. Through the reform of education mode, diversified teaching is carried out, and topics of interest to college students are added to the curriculum to make them interested in the content of the curriculum. We will continue to promote the innovation, establishment, dissemination and confrontation of online cultural discourse in ideological and political education for college students, and enhance the overall ability of online cultural discourse in ideological and political education for college students. It is necessary to timely educate and correct some bad behaviors of students through process learning, and to play a role of exhortation and correction. More importantly, it is necessary to encourage students to attach importance to the learning process and guide students towards a standardized and perfect process. On the other hand, rumors in cyberspace, especially attacks on Chinese political system, ideological remarks and cultural products, should be managed from the national level in accordance with the law, which has extremely important strategic significance for the construction of university students' ideological and political education network cultural discourse right.

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