

# On Ideological and Political Work of Universities in Media Era of Network

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**Abstract:** The new era puts forward new requirements for ideological and political education. Therefore, colleges and universities should establish and improve the ideological and political education system, adhere to the core position of the Party committee, implement the coordination and linkage mechanism of Ideological and political work, adhere to the first classroom as the main position, give full play to the environmental education function of the second classroom, consolidate the party and League organizations of grass-roots students, and standardize the behavior of student cadres. New media should be used to open up online education channels and increase reality Practice teaching, establish practice base, deepen ideological and political work in a multi-level and all-round way.

## 1. Introduction

The number of college students has increased exponentially with the rapid development of higher education. The ideological and political education of college students is directly related to the socialist modernization. The report to the 19th national congress set out a new historical direction for China's development, ushering in a new era of socialism with Chinese characteristics. In this context, improving the long-term mechanism of ideological and political education has become an inevitable choice [1,2].

## 2. Problems in ideological and political education

### 2.1. Ideological and political education lacks research in the new era

Ideological and political education is an important way to carry out the education of historical materialism, dialectical materialism and materialistic dialectics for today's college students. It is also an important means to help college students strengthen their political beliefs and positions, and establish a correct world outlook, outlook on life and values. Personality liberation is the expression of social civilization and progress, but it also puts forward higher requirements for ideological and political work. Great changes have taken place in the ideological concept of college students in the new era. They are used to self interpretation and immerse themselves in their spiritual world. They are easily eroded by negative thoughts such as hedonism and egoism, and they have not established correct rules and legal consciousness. Moreover, influenced by western film and television culture, college students advocate egoism and ignore collectivism and dedication, which leads to the identity crisis of Ideological and political education. At present, there are many problems in Ideological and political education, such as not paying attention to the characteristics of college students in the new era, not enough ability to use the network and new media, and not obvious educational effect. The content of education is often theoretical explanation and formal interpretation, students' participation is not high, and lack of guidance in line with the spirit of the times. At present, the identity of college students to ideological and political education tends to be moral. Some students are strict with others, but they neglect self-discipline. They view some social phenomena with the highest moral standards. Even raise the banner of moral judgment, typical of the "keyboard man" on the Internet, to examine the social events with a supreme attitude.

### 2.2. Unbalanced development of ideological and political education

All colleges and universities have achieved rapid development, with the construction of the

university and the continuous strengthening of the faculty. Although ideological and political education has made some achievements, it has been completely unable to keep up with the pace of the great changes in the society. The main reason for this problem is that at present, colleges and universities do not pay enough attention to ideological and political education. Facing the impact of the market economy, colleges and universities, on the one hand, focus on the campus infrastructure, expand the campus scale, beautify the campus environment to improve the number of students; On the other hand, we should focus on subject construction, carry out curriculum reform, and constantly improve teachers' teaching ability and students' professional quality, but students' ideological and political education is often neglected. Ideological and political education in colleges and universities remains in routine work and lacks initiative in ideological and political education. They believe that ideological and political education is a long-term and systematic work, and are unwilling to carry out activities. The stagnation of ideological and political education is also reflected in counselors' work, whose ideological and political work duration is far lower than other tasks.

### **2.3. Disjointed ideological and political education**

College students' thoughts and lives have certain rules and characteristics. Environment, traits of character, of the family class, interpersonal, relationship problems, mental health, Internet culture and so on directly affect the ideological education of the breadth and depth now class differentiation phenomenon has obvious trend of college students, family economic level directly affect their level of consumption, will affect their interpersonal communication and ideas. This phenomenon has received less attention at present. In addition, left-behind children, divorced children and mental depression are also directly related to the effect of ideological and political education. For major events in the society, some colleges and universities adopt the method of fuzzy treatment, regarding stability maintenance as the first method to deal with the events, and lack the recognition and analysis of the events themselves. Thus causes the loss of public trust, but makes the student more inclined to the network rumor.

### **2.4. Serious shortage of practical education in ideological and political education**

Practical education activities are the most direct and effective way of Ideological and political education publicity, and also the effective way to deepen students' ideological understanding. Ideological and political education workers in Colleges and universities are used to carrying out propaganda and education through theoretical knowledge, so it is easy to cause college students to think that ideological and political learning is theoretical learning, and they are totally unaware of the practical significance of Ideological and political education. Course assessment is often open book examination. Students think that they can complete the task by writing a little bit and reading and copying. Generally, students' collective out of practice activities should be reported to the higher authorities for approval, and the school is not willing to actively carry out corresponding practice education activities for the sake of students' safety.

## **3. The method of improving the education system**

### **3.1. Implement the coordination mechanism of ideological and political work**

Adhere to the party committee core, give full play to the administrative and educational role of the party group organization, and give full play to the ideological and political theory courses and related professional courses of the first classroom main position of education, ideological and political education in colleges and universities is a multi-line operation, among which the ideological and political teaching and research office and counselors contact students most frequently. The ideological and political teaching and research office belongs to the teaching system, and the instructor of classroom teaching belongs to the study and engineering system, which focuses on the students' daily study and daily management, which are relatively independent of each other's working environment, and also belong to the parallel system. The school should strengthen

the ideological and political education function of counselors, grasp the process education, and do a good job in the publicity of laws and disciplines, school entrance education, psychological education, ideal education, graduation education and vocational education. Absorb outstanding counselors to join the teaching team and integrate some students' work cases into ideological and political education; At the same time, teachers of the ideological and political teaching and research office should actively guide students' club activities, participate in students' social practice, understand students' dynamics, help students grow up and optimize the construction of teachers. We will deepen the reform of education and teaching. First, a steering committee of ideological and political courses was set up to strengthen the whole-course tracking and guidance, so as to institutionalize and normalize the collective lesson preparation, mutual attendance and concentrated proposition.

### **3.2. The open class teaching mode**

Invite experts to comment, and constantly enhance the interactive and participatory nature of ideological and political theory teaching. The second is to build a high-quality teaching team and encourage ideological and political theory teachers to actively participate in the research on relevant issues at the university and the provincial level. Do a good job in helping and evaluating ideological and political teachers, support teachers to participate in external training, constantly improve teaching ability, and enhance the attractiveness of courses with modern teaching techniques. We will support qualified ideological and political cadres and full-time counselors to undertake a certain amount of teaching tasks of ideological and political theory courses, so as to strengthen the ability of collaborative education. Third, the construction of teaching quality internal monitoring system, the establishment of a sound evaluation system.

We should give full play to the role of supervision, carry out activities of teachers' mutual evaluation and students' teaching grading, regularly hold symposiums for students of ideological and political courses, and constantly improve teaching methods. Actively introduce heuristic, interactive, case-based and flipped classroom teaching methods, and strive to be close to the needs of The Times, students' professional learning characteristics and ideological reality. Fourth, establish incentive mechanism. In accordance with the requirements of the provincial ideological and political theory course quality year program, we will actively implement the single-listing evaluation plan, set standards and separate evaluation for the positions (professional titles) of ideological and political theory teachers and other ideological and political work teams, and set up the funds and incentive system for ideological and political science specialized projects.

### **3.3. Highlight the function of ideological and political education**

First of all, give full play to the role of the general League branch, and improve the level of self-management of students. Select a group of student cadres with outstanding achievements, high quality and high enthusiasm. The general League branch is the initiator and organizer of the campus League learning activities, the contact of the Communist Youth League members and the leader of the ideological and moral construction. It is necessary to hold the meeting of the Communist Youth League regularly, convey the spirit of the general Party branch and the superior organization, and implement the tasks assigned by the general League branch. Secondly, constantly improve the rules and regulations of student organization and cadre assessment system. We should formulate the code of conduct for student cadres, carry out regular training, strengthen ideological education, and establish the concept of actively serving the society. Finally, consolidate the organizational strength of the league and realize the integration of the league and the league. The League branch of the class is the first leader in class affairs, and the Deputy League branch is also the monitor. It highlights the strength of the League branch, strengthens the collective construction of the class and the league, and gives full play to the role of the class and the League branch and the class committee in educating people together. Give full play to the core role of the Communist Youth League in class construction. The Party branch leads the ideological direction of the whole class.

### **3.4. Environmental education with the second classroom as the carrier**

The second classroom is an effective means to implement quality education. It plays an active role in improving students' ability and employment. It creates a good education environment through the construction of campus culture. Integrating Chinese excellent traditional culture into the ideological and political education of college students is conducive to the ideological and political education and plays an important role in improving the ideological and political literacy of college students. We should grasp the key points of Ideological and political education, and carry out activities such as patriotic education, collectivism education and integrity education in combination with the important dates such as the founding of the party and the victory of the long march. Organize the class to watch the video, learn the speech spirit of the government, and carry out the party and League knowledge competition, theme team activities and student volunteer service. Make annual activity plan, carry out "civilized and self-cultivation" project, micro group class competition, youth voluntary travel, inspirational and erudite speech competition, chorus competition, career planning competition, student officer training, a family letter activity, youth ideal drama, "prevention of school loan crisis" series activities: publicize through the campus website, do a good job in news report and t-work, let the socialist nuclear Heart value runs through students' campus life throughout the year. We should make full use of modern means, open up the way of network education, constantly use information-based teaching methods, and actively explore the online and offline mixed education and teaching of Ideological and political theory courses. Promote MOOC teaching and improve students' autonomous learning ability. First, excellent courses. Taking the opportunity of "Ideological and moral cultivation and legal foundation" excellent courses under construction, strengthen the construction of excellent resource sharing courses, and online display, promotion and sharing, relying on the provincial education index commission to produce or introduce a number of excellent demonstration courses and video open courses. Second, network platform. Using the network platform, we will gradually build the network teaching system of Ideological and political theory courses, organize teachers to join the national network collective preparation platform of Ideological and political courses to enrich and utilize the network teaching resources. Third, self media. Kwai tiktok is expanding its publicity channels, focusing on OQ groups, WeChat and post bar students. It actively guides young students by using new media communication methods such as WeChat official account, shaking voice, fast hand and right right.

### **3.5. Strengthen classroom practice teaching**

We should encourage ideological and political teachers to practice and study. Guide teachers to actively participate in the practical training combined with education research, social research and on-the-job training. Secondly, carry out joint construction activities of the party and the league and publicize scientific and cultural knowledge. Through watching videos, visiting bases and other ways to strengthen professional ethics education, legal education, integrity education, multi-channel, in-depth improvement of students' comprehensive quality. Thirdly, we should make full use of public welfare facilities and carry out practical teaching. Organize visits to the spiritual heritage education bases such as hall of fame, memorial hall, museum and library, and carry out red revolution education activities such as tomb sweeping in martyrs' cemetery. Finally, actively cooperate with local villages and towns to establish a practice base. Let students visit the revolutionary base, walk into mountains, small towns and village groups, experience and observe the life of villages and towns, publicize and popularize the theoretical knowledge of the 19th National Congress of the Communist Party of China, record their experience, interview the elders of villages and towns, experience rural life, and write practical analysis and social research reports. We will do a good job in the service and cooperation of young volunteers, and work with the Red Cross to carry out voluntary blood donation, poverty alleviation and warmth relief activities.

#### **4. Conclusions**

Finally, actively cooperate with local towns to establish practice bases. Let the students visit the revolutionary base, walk into the mountains, walk into the small towns and villages, experience and observe the township life, publicize and popularize the 19 theoretical knowledge, record their experience, interview the rural survivors, experience the rural life, and write practical analysis and social research reports. To do a good job in youth volunteer services, we will work with the Red Cross to carry out voluntary blood donation, poverty alleviation and warmth, and other activities.

#### **References**

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