

Problems and Countermeasures of Network Ideology Security in Colleges and Universities under the Background of New Media

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Abstract: Under the background of new media, the network ideology security of colleges and universities in China is facing severe challenges. Colleges and universities must follow the trend of the rapid development of new media, grasp the right of speech and initiative of network ideology, strengthen the guidance of network ideology security and network supervision, and enhance the cohesion and appeal of socialist ideology among college students. It is of great significance to strengthen the network ideological security of colleges and universities under the background of new media to consolidate the ruling position of the party, adhere to the path of socialism with Chinese characteristics and realize the Chinese dream of the great rejuvenation of the Chinese nation.

1. Introduction

With the development of The Times and society, the collision of diverse thoughts, especially under the impact of the Internet today, the ideological safety education of college students becomes more and more important and urgent. Colleges and universities, as the main front of ideological education for college students, play a very important role in improving the effectiveness of ideological safety education for college students and assume the role of the main body of responsibility. This paper argues that the construction of long-term mechanism of ideological safety education for college students should start from the following three aspects: facing The Times, actively exploring, and striving to practice socialist core values; Patriotism education, is the eternal theme; Build a good humanistic environment on campus.

College students are an important force in building socialism with Chinese characteristics and the hope for the rejuvenation of the Chinese nation. The fundamental question that what kind of college students to train and for who must be clarified. Ideological education of college students has a direct impact on this fundamental issue, largely determines the quality of talent training, is an important part of higher education, has a very important significance, related to the rise and fall of the country and the success of the great rejuvenation of the Chinese nation Chinese dream. Therefore, how to strengthen ideological safety education of college students and improve the effect of ideological safety education has been an important issue studied and discussed for a long time. Carrying out ideological safety education for college students is a systematic project, which needs the forces from all aspects to form a resultant force. However, there are certain principles to follow no matter through what channels.

Colleges and universities are platforms to cultivate high-quality talents. As the hope of the country and the nation, the ideological security of college students is of great significance, which not only directly relates to the healthy growth of students, but also directly affects the stability and development of the country and society. Therefore, in the new historical period, it is of positive practical significance for colleges and universities to attach importance to and strengthen the education of students' ideological security.

2. The Present Situation of Ideological Safety Education for College Students

The negative ideological trend influences the "three views" of college students. In the current information technology era, the ways to release and obtain information are more diversified, which makes various ideological trends in the ideological field of our country agitate, which brings great impact on the "three views" and thoughts of college students.

Colleges and universities lack of ideological security education for college students. The Internet, with its unique advantages, makes people's life and work more convenient and broadens students' horizon. The positive effect brought by the Internet is obvious, but at the same time, it also has a negative impact. The information on the Internet is intermingled with good and bad information. In addition, students have little social experience and lack strong identification of bad information. However, the absence of ideological security education in colleges and universities directly leads to the fact that some students do not pay attention to the maintenance of ideological security and are not firm in their political stand.

College students lack a profound understanding of political theory. The 19th national congress of the communist party of China stressed that the youth are the practitioners of the Chinese dream of the great rejuvenation of the Chinese nation, and college students are outstanding among the youth, who shoulder the heavy responsibility of national rejuvenation and national prosperity. However, from the perspective of reality, some students do not pay enough attention to the interests of the country and the nation, and it is difficult for them to deeply understand and clarify the country's political system, policy guidelines, etc., which results in their relatively vague understanding of the relevant theories of ideology and politics.

3. Effective Countermeasures to Carry Out Ideological Safety Education for College Students

3.1 We Will Strengthen the Guiding Role of Marxism in the Field of Ideology.

Although college students are gradually mature both physically and mentally, their outlook on life, world outlook and values are not yet fully formed. Therefore, schools must strengthen ideological and political education to ensure that their ideologies are correct and scientific. School to keep in mind the lessons of the history of the collapse of the Soviet union and eastern Europe upheaval, adhere to Marxism as the instruction, improve the students' ideological and political quality, resolutely resist against the wrong ideological trend of Marxism, Marxist firm faith, active application of Marxist point of view to think about and solve real problems and confusion, which in the thought root to establish correct ideological security.

3.2 We Will Effort to Create a Rich and Colorful Campus Culture.

Campus culture exerts a subtle influence on the ideological education of college students and is the concentrated embodiment of the mainstream ideology of colleges and universities. Good campus culture, especially the campus culture that fully demonstrates the characteristics of socialism with Chinese characteristics, the characteristics of the new era and the characteristics of schools, makes the core socialist values internalize and externalize among college students through implicit education. To attach importance to the cultivation of humanistic environment on campus, it is necessary to pay attention to the construction of campus radio and television, campus network, campus newspapers and periodicals, focus on the construction of school spirit, teaching spirit and learning spirit, and cultivate a campus environment with the characteristics of The Times, the school's fine tradition and unique school-running characteristics.

The integration of socialist core values and patriotism into the humanistic environment of the campus is actually the process of creating a good overall humanistic atmosphere and forming hidden educational synergy. Here we emphasize building the good campus cultural environment, create a good overall culture atmosphere, in fact is to make the student individual with their own characteristics, including teachers, let them in everywhere contain socialist core values and spiritual environment, in the real life in the deep feeling of socialist core values of spiritual power, and

independent practice the socialist core values. The construction of a cultural atmosphere full of positive energy can guide and help students to achieve the goal of ideological safety education in colleges and universities under the overall framework of socialist core values in thought and behavior.

3.3 Improve College Students' Ideological and Political Literacy Based on Students.

Ideological and political literacy plays a very important role in individual's thinking mode, value judgment and interest choice. Therefore, colleges and universities must pay attention to and strengthen the improvement of students' ideological and political literacy, which is of great significance for maintaining students' ideological security. Ideological and political teachers in students' ideological and political education to play the role of a guide and help, in the daily thought political lesson education teaching, the teacher wants to Marxist theory with students' life and study, practice activities such as based on raw solve puzzles and problems in their study and life, so as to achieve the education effect of spring rain, coming softly. Students in their daily study, also should pay attention to cultivate and improve their ideological and political quality, adhere to the theoretical study, conscious application of the theory of Marxist dialectical materialism view and analyze problems, and actively pay close attention to national affairs, social hot spot and the emergence of good deeds, armed with the theory of science, the right mind, smooth realization in practice knowledge conversion, with insight, in practice, constantly improve the ideological and political literacy.

The general secretary Xi Jinping has pointed out: "no cyber security, no national security." This conclusion profoundly reveals the strategic position of network security in national security. Ideological security is the core and soul of network security. With the development and wide application of information technology, the ideological struggle on the Internet is becoming increasingly fierce, and the war of public opinion and information has become an important form of great power game. Contemporary college students are the group most affected by the Internet. Western countries take advantage of China's special period of social transformation and multiple super imposition of contradictions to infiltrate culture and values through its powerful network technology and discourse hegemony in an attempt to influence and change the identity of Chinese college students to the mainstream ideology. To effectively carry out the propaganda and education of the mainstream ideology of college students, it is urgent to thoroughly grasp the status quo of college students' identification with the mainstream ideology under the condition of the Internet.

From the perspective of the propaganda effect of Internet ideology, 59.18% of the students think that "the propaganda of mainstream ideology on domestic websites is insufficient", which indicates that the majority of students have high expectations for the propaganda of mainstream ideology on the Internet. At the same time, 54.41% think that "the level of propaganda of mainstream ideology on the website of our country is getting higher and higher", and 48.22% think that "online ideological and political education resources are attractive", which indicates that contemporary college students hold a positive attitude towards the enhancement of propaganda of mainstream ideology on the Internet by the party central committee since the 18th national congress of the communist party of China. The reasons for the deficiency in the communication mode and effect of mainstream ideology should be analyzed in depth, methods and contents should be further improved, construction of network positions should be strengthened, topics should be set actively, and efforts should be made on pertinence, attraction and effectiveness to further form healthy and positive network energy.

Ideology has strong political and value attributes. Political identity is a major issue in the construction of socialist ideology and a hot topic in academic research. College students are the future of the country and the hope of the nation. Their identification with the mainstream ideology is directly related to the future direction of the country. As for how to strengthen the construction of mainstream ideology on the Internet, do a good job in the education and guidance for college students, and win the hearts of the people, the academia and the relevant government departments should carry out in-depth and lasting, solid and detailed planning and deployment.

4. Summary

The development of ideological safety education in colleges and universities needs to keep up with the pace of The Times and has obvious characteristics of The Times. At present, it is necessary to carry out the socialist core values and endow patriotism with the connotation of The Times. On the one hand, give full play to the role of the main channel of classroom teaching in colleges and universities, at the same time, pay attention to creating a good humanistic environment in colleges and universities, give play to the main role of teachers and students, integrate socialist core values and patriotism into ideological safety education in colleges and universities, improve the teaching effect and achieve the ultimate teaching goal.

Ideology is particularly complex in today's world, colleges and universities must strengthen the ideology of safety education of contemporary university students, armed with the mainstream ideology of Marxism students mind, at the same time on the implementation effect of students to truly achieve really, really understand, true faith, with, teachers should guide students to establish correct ideas, in practice the real Marxism will internalization in mind, the externalized in line.

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