Research on the Status and Countermeasures of Ideological and Political Education in Radio and TV University under the Network Environment

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Abstract: According to the data released by CNNIC (China Network Information Center), the Internet usage of college graduates or above is as high as 94.3%. In the environment of remote open education of RTVU, the network has brought new vitality to ideological and political education. Gradually, but at the same time, the negative energy information often on the Internet will have a negative impact on the effect of ideological and political education. Facing this situation, doing a good job in the ideological and political education of RTVU is a new connotation given to the ideological and political education workers. This paper mainly analyzes the characteristics of college students and the advantages of network, and makes some explorations on the opportunities of using the network environment to bring ideological and political education, and exerting advantages to innovate the ideological and political education of RTVU.

1. Introduction

Under the premise of the ever-expanding popularity of the Internet, the convenience of information exchange among college students has gradually improved. On the one hand, it has provided a new carrier and platform for the education of ideological and political education, which has made the way of ideological and political education innovative; on the other hand, the current The values and political beliefs of college students are greatly influenced by the network environment, which leads to the complicated situation of ideological and political education. While the network provides a rare opportunity for the education of RTVU, it also challenges the work of ideological and political education.

Therefore, in-depth study of the impact of the network environment on the work of ideological and political education in TV universities, and on this basis, to study the innovative ways of ideological and political education methods, is of great significance for grasping the initiative of education and improving the ideological and political awareness of electric college students.

The influence of the network environment on the ideological and political education of RTVU In the virtual teaching environment of the network platform, teachers and students can communicate and exchange in a more equal manner. Students can express their true views through an anonymous way. Teachers can combine classroom knowledge. Correctly guiding students with the social status quo, thus eliminating various obstacles in traditional communication and improving the pertinence and efficiency of ideological and political education.

2. The Status of Ideological and Political Education in TV University under the Network Environment

In the network environment, the effectiveness of information communication between teachers and students is an important way to ensure the quality of ideological and political education. Under the traditional education environment, books and blackboards do not have two-way, students can only accept knowledge in one direction, and study in education. It is called "one-way infusion",

which hinders the feedback and communication between teachers and students. The network media has the characteristics of multi-level and multi-angle. Teachers and students can pass E-mail, WeChat, BBS, etc. The chat tool and the network platform carry out all-round communication, which can provide information feedback based on the actual viewpoint and its own needs, strengthen the interaction of the teacher-student exchange, and improve the subject status of the education object. The knowledge conveyed by the traditional teaching mode is more abstract, and the teaching mode is boring and single, which leads to the phenomenon that students skip classes frequently. Through online teaching, students can be interested in theoretical classes. In teaching activities, teachers and students can pass one-way, two-way and multiple To exchange, such as small meetings on the network platform, talks between the two sides, theoretical study of micro-courses, etc., to diversify the teaching content of ideological and political theory courses with diversified and humanized educational methods, and to enhance the interest of ideological and political education.

The advancement of network technology has made the ideological and political education of TV University break the limitation of time and space and improve the convenience of theoretical knowledge transfer. Students can obtain the required knowledge from any network terminal for learning and communication. For example, mobile phone is an indispensable tool for student communication. Workers can use the mobile phone client as a teaching carrier to publish knowledge anytime and anywhere through WeChat, Micro-blog and other APPs. Students can make full use of the fragmented time to learn, and communicate with teachers and exchange information, effectively improving the ideological and political education. Effectiveness and convenience. The main reason for the coexistence of multiculturalism in the network lies in the freedom and openness of the online world. Different cultures and academic views of many countries and nations, and even completely contradictory political tendencies and values are flooding the network, leading to different ideological and cultural concepts. Collision, this situation makes the access to information for college students more broad, and political beliefs and value standards are also deeply impacted. For example, the ideology and lifestyle advocated by Western countries are spread to the Internet through the Internet, and many Western hostile the forces are trying to split the country, destroy national unity, use the Internet to spread horrific speeches, and undermine China's socialism. This has led many college students to become confused and confused about China's political system and state policy. Some students who are not determined by the three will even deviate from "one country, two systems." "The basic values of reform and opening up have shaken the future of the country and the future of the nation."

3. The Way of Communication in the Network Environment Affects the Essential Attributes of Socialization

In "Capital", Marx pointed out that the social nature of human beings is the essential composition of human beings, and the sum of various social relations formed by human beings in the process of communication constitutes the essential characteristics of human beings. The diversified liberalization of the Internet has changed the traditional way of interpersonal communication. Traditional face-to-face communication has been replaced by more human-computer communication. This will inevitably lead to college students showing personality attributes that are different from real personality in network communication. For example, in order to achieve psychological balance and satisfaction, some college students often use online games and video chats to vent their repression and dissatisfaction in real life. In the long run, college students will become indifferent to the interpersonal relationship and social development in real life. Selfish, indifferent personality is in a non-social, isolated position, and even leads to personality division. While the Internet brings convenience to college students' study and life, a large amount of information junk and information drugs are also coming at the same time. Poor information such as pornography, superstition, fraud and so on pollutes the network culture environment. In the face of these information junk, many lack of self-control. Undergraduates will be subtly influenced, thus losing the ability to judge right and wrong. In the long run, personality will be distorted and seriously affect the physical and mental

health. In addition, due to the virtual nature of the online world, many college students try to escape the pressure and restraint of the real society through virtual characters. Because many young students have limited social experience, lack of self-management and self-education ability, it is easy to indulge themselves in a virtual network environment. Behave, forget the social responsibility and moral standards that you have to bear.

4. The Contradiction between Network Information and the Content and Method of Ideological and Political Education

In the vast network information, how to guide the students who have not completed the formation to avoid the influence of network spam, make the content and mode of the ideological and political education of RTVU adapt to the ideological state of college students in the network age, and become the innovation of the ideological and political education work of RTVU network Requirements; the limitations of traditional education and the development of the Internet age show differences, leading to the gradual reduction of the initiative of college students to receive positive education, more and more inclined to obtain information from online media, and the interest in the latter is far greater than the former, Therefore, there is a contradiction between the e-learning method and the traditional "you listen to me" one-way infusion method. This requires RTVU educators to make substantial innovations in educational content and methods to adapt to the needs of networking.

5. Relatively Insufficient High-quality Sharing and Digital Teaching Resources Supply in The New Era of College Ideological and Political Theory Courses

The organic unity and continuous development of theory and practice has made the demand for high-quality shared digital teaching resources in the new era of college ideological and political theory courses increasing, requiring richer content (involving ancient and modern Chinese and foreign) and richer forms (involving teaching and learning). The continuous emergence and use of the digital teaching resources of the times to enhance the guiding and appealing power of the times and achieve the advancement of the times. However, in the teaching practice, the supply of high-quality shared digital teaching resources is generally insufficient. The main performances are as follows: Passive sharing mainly means that the provider is not active or insufficiently active in the process of providing shared digital teaching resources, and the user is not active or inactive during the use of shared resources. In the teaching practice of ideological and political theory courses in colleges and universities, some teachers and colleges adopt the attitude of self-construction and self-sufficiency to treat digital teaching resources as the extreme form of passive sharing; the shared projects of colleges and universities participating in higher-level departments such as the Ministry of Education or the Education Department are passively shared. The main form.

Passively shared digital teaching resources are not without high-quality results, but the overall quality is not high, and often it is ineffective sharing. There are three major problems with passive sharing. First, the phenomenon of repeated construction of digital teaching resources is a waste of manpower and material resources. Second, providers lack the motivation to update and share digital teaching resources. The update speed is slow or no update, which makes the resources lose their dynamisms to a considerable extent. Third, due to repetition the difficulty in selecting high-quality works in the construction and lack of updated digital teaching resources is extremely high, and users lack the enthusiasm to use shared digital teaching resources. Passive sharing is a passive completion of resource sharing. This indicates that resource providers and users have insufficient confidence in the rich and practical use of high-quality shared digital teaching resources, which is an important manifestation of insufficient supply of high-quality shared digital teaching resources. Completely self-constructed and self-administered to treat the ideological and political theory courses in colleges and universities, and not enough to understand the nature of the "national curriculum" in the ideological and political theory courses of colleges and universities, and to be able to do it alone, not to be teachers, schools, countries The overall synergy of the level; participation in project-based

passive sharing separates the provider's perspective of the teaching resources of college ideological and political theory courses from the user's perspective, often runs counter to the original intention of the organizer to promote education by the game, and cannot fully reflect The dynamic interaction process between the teacher's "teaching" and the student's "learning" is more than the content. To solve the problem of passive sharing, we must adhere to the dialectical unity of the national nature, regional nature, and nature of the schools ideological and political theory courses, and unify resource supply and resource use, so that different levels of resource provision and resource use can be smoothed up.

The lack of respect for sharing mainly means that the shared resource provider is unaware or reluctant in the process of providing, and the users of the shared resource do not show enough respect to the labor of the provider during the use. Although the digital teaching resources of college ideological and political theory courses have their own public welfare nature, they should be spread and shared as much as possible. But fundamentally speaking, the lack of respect for sharing seriously violates the educational philosophy of the ideological and political theory course of colleges and universities, and it is a critique of its own deconstruction. In the short run, the lack of respect for sharing is an effective sharing, objectively improving the use efficiency of existing high-quality digital teaching resources, alleviating the dilemma of insufficient supply of high-quality digital teaching resources, and facilitating the development of ideological and political theory courses in some colleges and universities. Development of. However, in the long run, the lack of respect for sharing will further aggravate the shortage of high-quality digital teaching resources. Digital teaching resources are the result of the wisdom that developers spend a lot of time and energy condensing. Their subjective purpose is to promote their own teaching, or to obtain some kind of reward (such as winning), under the non-respectful sharing, the developer's the interests of the desires are not satisfied, and even face the fall of "using your results is to give you face, better than not using your results." Users get high-quality digital teaching resources at a lower cost (such as online downloads or interpersonal relationships). The difference between the developer and the user is so great that the user's identity will inevitably expel the developer. The provider's enthusiasm for development is compromised, and the supply of quality shared digital teaching resources will shrink further. To solve the problem of lack of respect for sharing, we must seek feasible measures to motivate developers, ensure the continuous supply of shared digital teaching resources, and seek measures to regulate users, so as to efficiently select high-quality shared digital teaching resources and promote them. Sharing across a wide range, ensuring the complete rationality of the sharing process and shared results.

6. Causes for Problem of College Students' Ideological and Political Education

Most of the college students have gone to the society and shouldered heavy social work and responsibilities. With the influence of the social environment and pressure from many aspects, I hope to re-enter the adult teaching class and hope to get a diploma as soon as possible so that I can be more powerful in the society, often focusing on the knowledge of professional courses, and ideological and political education. The request is considered to be dispensable.

In addition, even if there are ideas for improving the ideological and political education and the campus culture atmosphere, the RTVU thinks that there are difficulties in the actual operation. In the long run, the RTVU education only pays attention to the teaching of professional courses and the passing rate of examinations. Ignore the importance of ideological and educational activities.

The ideological and political education curriculum runs through the whole education system. When setting the course content, we must consider the psychological characteristics and social experience of adult college students, but also grasp the theoretical depth and close to the students' thoughts and life practice. However, in the actual education process. It is still mainly based on the indoctrination teaching that you listen to, and the teaching content is mainly based on "two lessons" and red education. The domestic and foreign political, economic, military, and cultural contents are less, and the local real problems are addressed. The analysis and guidance cases are insufficient, and it is difficult to reflect the practical significance of ideological and political education.

7. Enrich the Network Education Carrier and Fully Tap the Network Ideological and Political Education Function

The ideological and political education website is the main position of ideological and political education work. Educators should focus on improving the content of the website. Under the premise of building a red education website, it is necessary to integrate the cutting-edge ideas and knowledge of the ideological and political teaching materials into the network. In the interesting content, students can absorb knowledge in a relaxed and happy learning atmosphere. They can use e-mail, forums, microblogs and other online carriers to play an educational function, guide students to actively publish correct opinions, and subtly improve students' ideological and political awareness. Taking the Micro-blog client as an example, as an extension of the three-dimensional system of ideological and political education, the timeliness and freshness of Micro-blog content are directly related to the effect of ideological and political education. Therefore, when teachers use Micro-blog for ideological and political education, they must Design a sufficiently informative and concise guide to microblogging, preferably a content that is both approachable and touchable. In addition, Micro-blog has a variety of interactive types, such as questions and answers, explanations, comments, opinion debates and topic discussions. Columns with different attributes can be divided into microblogging platforms, and the issues that are closely related to students' interests or students' general concerns are divided into several topics. By publishing microblog columns, students' attention is gradually attracted to the theme of social attention to core values. On the other hand, it is imperceptible to improve the comprehensiveness of social problems and to correctly guide students' ethical values, cognitive abilities, social behaviors and moral tendencies.

8. Multi-Level Management Mechanism to Improve the Quality of Shared Digital Teaching Resources

The efficient management mechanism can provide a decentralized and centralized connection channel for the digital teaching resources of college ideological and political theory courses, providing a continuous and stable sharing platform, enabling a large number of digital teaching resources to be smoothly and continuously shared in a multi-dimensional subject under a unified standard. In practice, it will inject continuous motivation into the development, sharing and use of digital teaching resources, and continuously promote the improvement of the quality of shared digital teaching resources. First, the unified standard guarantees the bottom line of the quality of shared digital teaching resources. The standards include content, technology and service: the ideological and political theory course of colleges and universities bears a very serious social responsibility, and its digital teaching resources should be strictly controlled, so that its content meets the national value requirements and meets the needs of the public. At the same time, only meet the technical standards, can achieve network interaction, friendly interface, and can effectively circulate in the network; sharing digital teaching resources construction including pre-investment, mid-term trial, later update, taking into account development and stability Funding, policy, and technical services will make this long-term process scientifically sustainable. Unified content, technology, and service standards can guarantee the system consistency of multi-level digital teaching resources.

Second, multi-level unified management promotes the grading and optimization of shared digital teaching resources. In the setting of the management institutions, the national, regional, and school grading forces are supported by the university's macro-level ideological and political education university platform. The provincial and middle-level levels and the micro-levels of the universities are hierarchically managed, and the three levels are interconnected and unified. With different levels of subject websites, online courses, and excellent courses as the carrier, the school's self-construction, self-management, self-use and the province, the country's total construction, general management, and overall organic integration, the micro layer continues to submit higher to the middle level The quality of shared digital teaching resources, the middle level continues to submit higher quality shared digital teaching resources to the macro level. The centralized and distributed, independent and

cooperative mutual promotion and unified sharing at different levels across the country are conducive to the hierarchical presentation of digital teaching resources. Users can share resources more specifically according to their national level, regional level or school level.

Third, red network construction and development promote the sharing of digital teaching resources and social services. The digital teaching resources come from the roots from the society, and are the reproduction of the ideological and political education perspectives of various social resources. In the era of developed networks, noisy network information, and red network construction, the use of high-quality shared digital teaching resources points to the necessity and feasibility of expanding from ideological and political theory courses to serving the society. Under the supervision of all the public, the quality of digital teaching resources will be further improved.

9. Summary

Make full use of the advantages of the campus network, deposit relevant learning materials of ideological and political education into the website, and guide students to learn the basic ideological and political theory contents such as Marxism-Leninism, Deng Xiaoping Theory, and the Communist Party's principles and policies. However, ideological and political teachers must also realize Marxism-Leninism itself is not immutable, but a theoretical system that advances with the times. Therefore, on the basis of the basic theoretical knowledge such as "two lessons" and red education, ideological and political teachers need to be linked to the innovative viewpoint of socialist modernization. Let the ideological and political education meet the socialist core values in the new era and the new normal, such as further deepening the Chinese dream and the propaganda and education of socialism with Chinese characteristics, seeing results in details, and inviting school leaders or experts to enter the online question and answer platform. To teach students the policy, to talk about the situation, to tell the story, so as to enhance students' ability to resist Western decay, such as money worship, hedonism and extreme individualism. At the same time, they can also demonstrate the essence of Chinese traditional culture and military science and technology through multimedia functions. With a view of penetration and shock to answer questions that students doubt the existence of national policy, its influence China's outstanding culture.

In the process of ideological and political education, the ideological and political workers of TV University need to combine the background of the network era, continue to forge ahead on the basis of the successful experience of inheriting traditional ideological and political work, closely integrate the students' ideological wave and practical problems, and actively adapt to the teaching characteristics and operation of the network carrier. At the same time, we will do a good job in the supervision of network information dissemination, reduce the negative impact of network spam on students' ideological and political concepts, and start from the aspects of innovative ideological and political education, enriching the educational function of network carriers, and paying attention to students' key issues. The new situation of political education work.

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