

# Research on College Students' Network Ideological and Political Education from the Perspective of Cultural Self-confidence

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**Keywords:** Cultural self-Confidence, College students, Network, Ideological and political education, Innovation path.

**Abstract:** With the rapid development of Internet technology, the Internet has a profound influence on people's way of thinking and life concept, and as a younger generation, college students are also the main users of the Internet. Therefore, China's major universities also pay more attention to college students' online ideological and political education. However, colleges still face many problems in the process of the development of college students' network ideological and political education. Based on the perspective of cultural self-confidence, this paper expounds the connotation and main characteristics of cultural self-confidence, and systematically analyzes the problems of college students' network ideological and political education from the four dimensions of network ideological and political education platform construction, network information supervision, network network ideological and political education content and form, and network ideological and political education workers. This is a series of countermeasures to strengthen the construction of network education platform, strengthen the supervision of network information and enrich the content of network ideological and political education, and it is hoped that it will provide some reference for the cultivation of college students' cultural self-confidence consciousness and the development of network ideological and political education.

## 1. Research background

### 1.1 Literature review

Pang Wenxing analyzes the basis of cultivating college students' "cultural self-confidence", analyzes the problems of "cultural self-confidence" of college students, and puts forward the path of improving cultural self-confidence and strengthening ideological and political education (Pang, 2017). Through the analysis of the connotation of cultural self-confidence, the importance of cultural self-confidence for the ideological and political education of college students, and the problems existing in the ideological and political education of college students under the perspective of cultural self-confidence, Zhou Wenxuan puts forward a series of innovative countermeasures for ideological and political education of college students under the view of cultural self-confidence (Zhou, 2019). Aiming at a series of problems existing in the current ideological and political education in colleges and universities, Bai Wuguang puts forward the countermeasures of cultivating the students' cultural self-confidence consciousness and mobilizing the enthusiasm of college students' cultural participation (Bai, 2017). Yang Bojun and Cao Shuailei point out the characteristics of the new media era of the network, analyze the inevitability of the integration of network new media and college students' ideological and political education, and put forward the fusion path of network new media and college students' ideological and political education (Yang and Cao, 2019). Wang Ming and Wang Shougang believe that the current ideological and political education of college students' network is faced with problems such as insufficient attention, weak legal consciousness and moral consciousness of college students' network, and we should strengthen the legalization construction of network ideological and political education. Expand the network ideological and political education carrier of college students and enrich the personalized content of network ideological and political education to improve it (Wang and Wang, 2016). Bu Dongdong adopted the questionnaire method, systematically investigated and

analyzed the use of micro-blog series of college students' group, and put forward a series of strategies applied to the ideological and political education of college students (Bu, 2015). Tu Yile analyzes the role of the new normal in the ideological and political education of college students, and expounds the development status of college students' network ideological and political education under the new normal, and points out some suggestions for college students' network ideological and political education under the new normal (Tu, 2019). Shang Yijun and Ma Jiaming conducted research on the use of Weibo and WeChat to innovate the ideological and political education carriers of college students and enhance the effectiveness of ideological and political education among college students (Shang and Ma, 2014).

## **1.2 Purpose of research**

At present, Internet technology has been applied to all aspects of social life, greatly changing people's thinking and lifestyle. Internet technology not only brings a new technical means for college students' ideological and political education, but also enriches the ideological and political education resources of college students. Although China's major universities have made remarkable achievements in using Internet technology to carry out ideological and political education for college students, the ideological and political education of college students' network is still facing a series of problems that need to be solved urgently. In view of this, on the basis of expounding the connotation and main characteristics of cultural self-confidence, this paper comprehensively and systematically analyzes the problems faced by college students' network ideological and political education under the view of cultural self-confidence, and studies the innovative path of college students' network ideological and political education under the view of cultural self-confidence, with a view to cultivating the awareness of college students' cultural self-confidence. The innovative development of network ideological and political education provides reference.

## **2. Analysis of the importance of college students' network ideological and political education**

The rapid development of Internet technology has brought unprecedented opportunities for college students' ideological and political education, which has greatly changed the traditional way of ideological and political education and educational content. First, major colleges and universities make full use of Internet technology to occupy the ideological and political education positions of college students, and grasp the orientation of public opinion in general, which is conducive to enhancing college students' understanding of Chinese traditional excellent culture, cultivating college students' awareness of cultural self-confidence, and establishing correct core values, and firm the ideal belief of college students.

Second, the existence of the network provides a huge amount of knowledge and information for college students. The universities use the network technology to ideological and political education of college students, give full play to the positive role of the Internet, and help the network become a university student to acquire knowledge, improve moral cultivation, and exchange. The infinite space of thoughts, thus subtly cultivating the awareness of college students' cultural self-confidence and improving the ideological and political quality of college students.

Third, if colleges and universities can publish the content of education to the online education platform that is popular among college students, college students can access the correct ideas and ideas on the Internet, and access knowledge from the Internet anytime and anywhere, the convenience of the network will effectively promote college students to continuously improve learning efficiency.

Fourth, with the increasing popularity of the Internet, people can use the Internet to facilitate their own life, work and study, and also expand communication channels for college students and teachers. College students can not only communicate with ideological and political teachers through telephone or text messages, but also interact with teachers and students through video dialogue or social software.

In summary, college students can not only interact with their ideological and political teachers in the classroom, but also communicate with the teachers outside the classroom, so that they can

broaden their knowledge beyond the extracurricular, thus bringing the distance between teachers and students closer. Establish a good teacher-student relationship.

### **3. Problems in college students' ideological and political education in the perspective of cultural confidence**

#### **3.1 The construction of network education platform is backward**

At present, most colleges and universities in China have gradually established their own ideological and political education platform. Not only have they made breakthroughs in the number of online education platforms, but they have also made great progress in the development of online education platforms. However, many colleges still have some problems in the construction of the network ideological and political education platform. Most colleges and universities mainly carry out ideological and political education through the construction of ideological and political education special network and campus network, and publish and update information inside and outside the school on relevant websites. However, most of the relevant websites are red information, and the content of the publications is mostly conference content. The content of the website is not close enough to the actual life of college students, and it is difficult to meet the actual needs of college students. The single form of education, the lack of characteristics of the website, the lack of interaction with college students, lack of sufficient attraction and influence, which also reduces the effectiveness of network ideological and political education, indicating that the construction of online ideological and political education platform in Chinese universities has not kept pace with the development of the times.

#### **3.2 Lack of effective regulation of network information**

The characteristics of decentralization, anonymity, openness and convenience of the network make various bad network information flood the network. College students are in a critical period of shaping their outlook on life, world outlook and values. At the same time, they have a strong curiosity. Facing the uneven network information, it is difficult to effectively identify the information. Due to the lack of effective supervision of network information in China, a perfect Internet information supervision system has not yet been formed. The lack of supervision on various bad information and false information flooding the Internet has had a very negative impact on the physical and mental health of college students. In addition, some colleges and universities have problems in their own network ideological and political education platform, which can not strictly control the content of the network ideological and political education platform. The university network is full of all kinds of network information, including false information and pornographic information. And illegal information and other poisoning of some college students indulging in virtual networks, affecting their physical and mental health.

#### **3.3 The teaching content is not rich enough, and the form of education is relatively simple**

The rapid development of network technology can not only enrich the content of college students' ideological and political education, but also effectively promote the informationization, digitization and networking of college students' ideological and political education resources. The multi-media and quickness of online media is conducive to promoting the diversification of the content expression styles of college students' ideological and political education, and its sharing and mass is conducive to improving the coverage and storage of college students' ideological and political education content. Although Chinese colleges and universities have made remarkable achievements in these areas, there are still problems of the single form of education and the boring content of Chinese college students' network ideological and political education. Some colleges and universities use the website of the ideological and political education as the website of the university department to operate, and carry out relevant related website work with administrative thinking. Many colleges and universities' ideological and political education websites focus on the simplification and flatness of theoretical data, and the form of education is relatively simple. The

multimedia audio-visual enjoyment and online interaction, which are popular with students, are not well reflected on the ideological and political education website of college students. How to embody the subject status of college students and enrich the content of college students and China's excellent traditional culture, the innovative education form has become an urgent problem to be solved in the network ideological and political education of colleges and universities.

### **3.4 The quality of college students' network ideological and political educators needs to be improved urgently**

In the current network era, colleges and universities use network information technology to carry out ideological and political education for college students, which puts forward higher requirements for the professional quality of network ideological and political educators. Under the new situation, the work of network ideological and political education requires not only high ideological and political quality, good moral cultivation, solid professional theoretical knowledge and excellent innovation ability, but also outstanding network technical ability. At present, most colleges and universities in China lack enough comprehensive network ideological and political educators, it is difficult to meet the current needs of college students network ideological and political education. The comprehensive quality of network ideological and political education workers in colleges and universities is still relatively weak, which is manifested in the fact that the network knowledge is not solid enough, the network application skills are not skilled enough, and the knowledge structure is not perfect. How to further improve the comprehensive quality of network ideological and political education workers in colleges and universities and build a high-quality network of ideological and political education teams has become a realistic problem that needs to be solved urgently.

## **4. The innovative path of college students' network ideological and political education from the perspective of cultural confidence**

### **4.1 Strengthen the construction of online education platform to enhance attractiveness and influence**

The platform of network ideological and political education in colleges and universities not only includes websites, but also includes new media carriers such as QQ, WeChat public number and Weibo and other new media carriers. Therefore, colleges and universities should take full account of the different network education platforms of the degree of popularity of students, targeted to carry out network ideological and political education. First, universities need to continue to promote the construction of featured websites, further enrich the content of the website, and innovate the design of website modules to ensure that the content of the website is closer to the actual life of contemporary college students. According to the learning and living needs of college students, special feature websites will be established. For example, some employment guidance, learning questions and answers, mental health consultation and other columns can be opened to enhance interaction with college students. Second, colleges and universities need to strengthen the construction of other network education platforms, such as QQ, WeChat Public Number, Weibo, etc., and constantly enrich and innovate traditional ideological and political education platforms to meet the diverse needs of college students and improve the effectiveness of online ideological and political education.

### **4.2 Purify the network environment and strengthen the supervision of network information**

In view of the problem of weak network information supervision, it is necessary to carry out related work from the following aspects. First, colleges and universities need to choose higher-quality content to strengthen the ideological and political education of college students' networks, resolutely resist the "three vulgar" cultural phenomenon, make full use of the network media such as the university's online education website, the official micro-blog, WeChat public number, strengthen the propaganda and education of Chinese traditional culture, and promote the

excellent traditional virtues of the Chinese nation, and create a good network culture environment. Second, the relevant departments should implement a real-name system for Internet public opinion publishers, crack down on bad behaviors such as hype and fraud, and punish the publishers of evil speech in the network environment. Third, the relevant government departments, society, universities and families need to form close cooperation. Network ideological and political education is a systematic work, which requires all parties to form an organic cooperation and work together. Relevant government departments should further improve and improve network legislation, strengthen network management, curb all kinds of bad information, and continue to promote the legalization and standardization of network management. Major universities need to establish and improve the rules and regulations of network management, monitor and filter the bad information on the network, and continuously optimize the campus network environment.

#### **4.3 Enrich the content of network ideological and political education, innovative forms of education**

Universities should make full use of all kinds of network multimedia technology, patriotism, collectivism and other educational content into network entertainment software, teaching in music, Abstract into image, become boring to vivid. In the process of traditional ideological and political education, colleges and universities need to make use of a variety of modern multimedia technologies such as video, optoelectronics, text, sound effects, etc., and then present the traditional Chinese culture in a more modern way, making the content of traditional ideological and political education more novel and vivid and enhance the appeal of teaching. Network ideological and political educators should focus on putting boring theoretical knowledge in the hot events of college students' concern, and take the social hot spots of interest to college students as an opportunity to arouse the wide exchange and discussion of college students, so as to find out all kinds of problems in time. Under the background of the current network era, only by making full use of the new technology of network media can we enrich the content of network ideological and political education and adapt to the needs of college students for network ideological and political education.

#### **4.4 Improve the comprehensive quality of network educators and optimize the network ideological and political education team**

The network ideological and political education team is the organizational guarantee to promote and promote the network political thought education of college students. In accordance with the work requirements of “optimizing structure, improving quality, and actively building”, major universities need to combine the current situation of ideological and political education teams in the network to further improve the overall quality of online educators, and continuously optimize and improve the structure and knowledge structure of the network ideological and political education. Colleges and universities need to integrate and optimize ideological and political education teachers, political and industrial cadres, full-time counselors and network technicians, strengthen the training of relevant personnel in network information technology, political theory, etc., and continuously improve the level of network technology business of network ideological and political educators, so as to ensure that they can use the network media rationally. Make the content of ideological and political education more interesting, so as to strengthen the dissemination of Chinese traditional culture, mobilize the enthusiasm of college students to learn, cultivate the cultural self-confidence of college students.

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