College Students' Ideological and Political Education Network Cultural Discourse Right Based on New Vision

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Abstract: Under the background of vigorously advocating quality education in China, ideological and political education of college students has become a major issue in the field of higher education. Therefore, based on a new perspective, the author analyses the discourse power of network culture in Ideological and political education of College students. The research shows that, as a modern educational mode, network ideological and political education must attach importance to the discourse power of network ideological and political education in order to occupy the position of network culture and adapt to the rhythm of the development of contemporary information technology. At present, to enhance the network culture discourse power of college students' ideological and political education, it is necessary to strengthen the construction of network information technology and enhance the self-consciousness of network culture discourse, promote the widespread dissemination of online cultural discourse, actively participate in online cultural discourse confrontation and improve the ability of online ideological and political education discourse.

1. Introduction

With the development of modern information science and technology, the Internet has increasingly become an important platform for exchanges, blending and confrontation between the ideological and cultural circles at home and abroad, and has had a tremendous impact on the thinking and behavior of thousands of college students [1]. At the same time, the thinking and behavior of college students will be deeply influenced by the development of network culture [2]. However, the network information is complex and diverse, and the ideas are uneven, which inevitably has a huge impact on the students' thoughts, behaviors and speech. In view of the emergence and development of the network, network ideological and political education should be born in the trend and become one of the ways of modern ideological and political education [3]. The environment background under the new vision of the network puts forward new requirements for college students' ideological and political education. Many universities in China have innovated and explored new ideological and political education models. Reform the traditional way of Ideological and political education to meet the new social needs [4]. It is mainly manifested in the confusion of political beliefs, lack of social responsibility, dilution of the spirit of hard struggle, poor sense of unity and cooperation, and poor psychological quality of some college students [5]. However, in the current network ideological and political education of College students, the phenomenon of the absence of educators, aphasia and other discourse power weakening is more serious, thus facing the danger of losing the ideological and political education position. Therefore, actively occupying the position of network culture and constantly improving the discourse power of network culture are the urgent tasks and major issues facing the ideological and political education of College students [6].

Nowadays, the network has been widely popularized, and even gradually penetrated into people's daily life. Network culture in the age of network information is complex and changeable. The core meaning of network ideological and political education is: "a certain group or individual exerts certain influence on the audience in terms of ideology, political views and moral norms based on the network or network background [7]. To enable them to form social practice activities that conform to the ideological and political morality required by a certain social class." Therefore, for
ideological and political workers in Colleges and universities, we must proceed from the new vision of social transformation, do a good job of Ideological and political education for college students in the new era, and help them deal with the pressure and confusion they are facing [8]. Let it establish a correct world outlook, outlook on life and values, and cultivate a good sense of social responsibility and public morality. In order to truly occupy the network ideological and political education position of college students, "to firmly grasp the leadership and leading power of ideology work", we must have the network discourse right of college students' ideological and political education [9]. In order to make college students cope with this network environment, it is very important for educators to recognize the right to speak in education. The first step in this paper is to promote the urgency of the network culture discourse power of college students' ideological and political education. According to the needs of ideological and political education at that time, educators spread the mainstream values of the society through the network of ideological and political education, and guided the majority of college students to abide by the rules of network discourse [10]. Thereby regulating the campus network public opinion, and finally occupying the network culture position.

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

With the development of economic globalization and social informatization, online life has increasingly become an important part of people's life. The Internet carrying political attitudes and values has increasingly become the frontier of ideological and cultural exchanges, blending and confrontation at home and abroad. The online language itself advocates freedom and openness, so college students' acceptance and creativity in online discourse is very strong. Not only can they quickly accept online language, but they also create some life-based online words. At the same time, network ideological and political educators adjust the content and direction of network ideological and political education in a timely manner according to the characteristics and development of students' network discourse. At present, college students often have problems of political beliefs confusion and unsatisfactory ideals and beliefs. This shows that the ideological and political education of colleges and universities has not played its due role. At present, college students' self-care ability, adaptability and adaptability are generally weak, so there are widespread environmental inadaptability problems among college students. The network discourse power of Ideological and political education of college students is under the leadership of the Party Central Committee, with the ideological and political education workers as the main body. This kind of discourse power with the functions of guidance, regulation and control plays a vital role in improving the persuasion of Ideological and political education of college students and enhancing the effectiveness of Ideological and political education of College students.

With the rapid development of new media technology in the network environment, college students' ideological and political education network discourse right has many characteristics different from traditional ideological and political education discourse right. These problems have obviously affected the healthy growth of some college students, making them vulnerable groups. The media in the educational mode include campus newspapers and magazines, campus broadcasting, campus network and so on. These media can further play the role of ideological education outside the educational classroom. It is an effective measure to enhance the discourse power of network ideological and political education by relying on power influence and laws and regulations. It is only one aspect. In order to enhance the ideological and political education of College students, network culture discourse power, promote the spread of network discourse is an important way. Only by actively confronting the online cultural discourses issued by Western countries and exposing their essential intentions hidden behind the discourse of network culture can we effectively resist the ideological and cultural infiltration of Western hostile forces with the help of online cultural discourse, and demonstrate the effectiveness of ideological and political education of Chinese college students. This not only breaks the limitations of people's communication, but also is an innovative expression of the expression order of public discourse. More importantly,
relying on non-power influence to enhance the right to speak in network ideological and political education.

College students' online discourse is very flexible and has certain innovation and imagination. The influence of the Internet on the thinking and behavior of college students is increasingly extensive and profound. The way of lifelong communication and the way of thinking of college students are gradually changing with the development of the Internet. The discourse of college students' ideological and political education is mainly to help students establish a correct world outlook, outlook on life and values, clarify basic political stance, strengthen students' ideological and moral education, and enable them to develop a discourse system for all-round development. In the early stage of the development of ideological and political education in the network, college students have a weak awareness of the right to speak on the Internet. Ideological and political education in Colleges and universities is not only to educate students in their thoughts and beliefs, but also to help them adhere to correct values and make correct judgments under the impact of the new social trend of thought. Freshmen are depressed that "the University in reality is different from the ivory tower in imagination". Sophomores are depressed by "sensitive and complex campus interpersonal relationships" and "social injustice revealed by the gap between the rich and the poor within the campus". The junior and senior students began to be depressed by a series of problems such as postgraduate entrance examination, employment and love. In the past, ideological and political educators have been given the right to speak through institutional norms. In the network era, they are facing new challenges that have been eliminated or even disappeared.

3. Strategies to Strengthen the Network Cultural Discourse Right of College Students' Ideological and Political Education

At present, College students, as a new generation of intellectuals, have a very strong control and cognitive power over the network discourse. By contrast, some educators can not understand some of the network language at all, and even reject the emergence of some network discourse. When the unreasonable discourse power is not satisfied, educators should take positive guidance as the premise, and can not simply suppress and restrict their online discourse power. College students should be allowed to express different ideas appropriately, avoid chaos caused by speech conflicts, and enhance the discourse state of "heteronomy morality" consciousness, so that the Internet can truly become a channel for college students to provide discourse expression and access to rights. In the ideological and political education of colleges and universities, high-quality education teams should be cultivated to facilitate the construction of ideological and political education models. Therefore, ideological educators, whether they are full-time "Ideological and Political Course" teachers, or party and government cadres or counselors, must correctly understand their personality values. Efforts should be made to shape the image of teachers and personality, and strive to improve the political and theoretical qualities of ideological and political educators. Network power can be divided into various types according to its purpose of use. For example, an individual or organization with commercial purposes conducts the network discourse right of product marketing, and has politically motivated ideological discourse power, while the discourse power of college students' ideological and political education network undoubtedly belongs to the latter.

At present, one of the main reasons for the weakening of the discourse power of the ideological and political education network of college students in China is the lack of organized ideological and political education workers to enter the network ideological and political education field. College ideological and political educators must have a solid theoretical foundation and broad knowledge, that is, a solid theoretical foundation of Marxism, systematic ideological and political education expertise, and extensive knowledge of humanities and natural sciences. We must constantly improve the personality qualities of ideological and political educators. The student subject in the ideological and political education mode of colleges and universities is the key to the whole model. The "human interaction" model emphasizes the subjective needs of students, and the main elements of students should be placed in important positions in the model construction. Internet discourse has its own characteristics of emergence and development. It can not be suppressed and isolated blindly.
in view of the anomie phenomenon of college students' Internet discourse. However, the network terminology is also the product of the development of information society. People need to look at it dialectically on the basis of cognition. We should scientifically formulate the standard reading books of network discourse, set up discussion areas and message boards in the special websites of network ideological and political education, and mobilize college students to discuss and revise. Compared with educators, students' ideological and political awareness and knowledge framework reserve are at a disadvantage. Students also have their own ideological world. There are great differences between them.

First of all, the subject of education and the subject of education are equal and opposed. The main body of education in Ideological and political education should have a high degree of Ideological and political awareness. It also has a mature ideological and political knowledge framework, so that educators can take their own literacy as educational resources to carry out ideological education for students in Ideological and political education. To improve the effectiveness of education, on the one hand, we need to improve the traditional indoctrination teaching method, which is teacher-centered, classroom-centered and textbook-centered. In the Internet era, the network discourse right of College Students' ideological and political education is not endowed by the system norms. The acquisition of the network discourse right must rely on a series of effective "discourse events" of educators. The ideological and political education of college students participating in the confrontation of network culture discourse requires close attention to the dynamics of network culture information and positive response to the focus topic. As the main position of ideological and cultural propaganda, the Internet has been well received by the public. However, 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 “missing fish” that erode the thoughts of college students. Since the network has been integrated into the life of college students, then educators should be guided by the situation. Through the network media to understand what students need, and then integrate information, targeted solutions to the problems faced by network ideological and political education.

4. Conclusion

In the era of rapid development of the Internet, it is a very important project to enhance the network culture discourse power of college students' ideological and political education. The influence of power is based on the influence of law and force on people and is of a coercive nature. Non-powerful influence is non-coercive. It is derived from the personal charm of the leader, the mutual attraction and mutual trust between the leader and the leader. The construction of the ideological and political education model also needs to establish a dynamic adjustment mechanism of the model to further adjust according to the social environment and the main needs of students. In order to train high-quality talents with ideal, morality, culture, discipline, innovation and adaptability in an all-round way. Make full use of modern teaching methods. Network is a very important means of interaction, requiring teachers to have a good ability to use the network. It is a long-term and arduous task to construct the network discourse right of Ideological and political education of college students in China. It needs theoretical circles to study the network discourse right of Ideological and political education. More operable construction strategies are put forward to guide the practice of Ideological and political education of College students. It is hoped that this study can play a role in promoting the development of Ideological and political education. Therefore, in the process of constructing the strategy, we should constantly reflect and summarize, timely check the omissions and make up for the deficiencies, constantly improve the network ideological and political education system, so that college students can receive comprehensive ideological and political education.

References


