

Research on the Innovation Path of Network Ideological and Political Education in Colleges and Universities

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Abstract: With the advent of the media era and the development of network information technology, The path innovation of network ideological and political education in colleges and universities is helpful to improve the pertinence of network ideological and political education, the integration degree of network ideological and political education resources, the timeliness of network ideological and political education content, However, the current network ideological and political education is also faced with the reality of the popularity of network communication language to reduce the discourse power of ideological and political education in colleges and universities, the complex impact of network content on the ideological values of college students, the perfection of network education platform on the effectiveness of ideological and political education in colleges and universities, It is urgent to solve the problem by strengthening the construction of network ideological and political education professionals, optimizing and improving the content and resource system of network ideological and political education, and connecting the online and offline practice field of network ideological and political education.

Keywords: Colleges and universities; Network ideological and political education; Innovation path

The network ideological and political education in colleges and universities is the mode change and means innovation on the basis of the traditional ideological and political education, which is the inevitable trend to cope with the rapid development and change of The Times, and is an important part of the ideological and political education in colleges and universities at the present stage^[1]. The innovation of production technology has promoted the change of people's production mode and life style. In the new era, the increasingly mature network information technology and its application scenarios have provided a new momentum, created a new platform and opened up a new carrier to carry out network ideological and political education and teaching activities in colleges and universities. Colleges and universities should deeply analyze the practical difficulties faced by the current network ideological and political education, grasp the new opportunities of the development of network information technology, explore the new mode and new path suitable for their own development, and open up the new situation of network ideological and political education.

1. The necessity of the path innovation of the network ideological and political education in colleges and universities

1.1 Path innovation is an effective way to improve the pertinence of network ideological and political education in colleges and universities

The arrival of the era of network media has completely changed people's way of production and life, and also affected the changes of ideological and political education ways and educational ideas in colleges and universities. Traditional ideological and political education often causes students' resistance, and the effectiveness of education is not high. The reason is that teachers mostly use indoctrination teaching methods to guide students and impart knowledge, and the education content is boring and theoretical and strong. And network information technology has rich information resources, education way multiple active education interaction degree is convenient and efficient, wide application scenarios, with the continuous development of information technology and network application way of update iteration, the network ideological and political education path innovation can improve ideological and political

education teaching mode, accurately grasp the development of different students individual need, increase students' interest in active learning, further promote the ideological and political education in colleges and universities. On the other hand, the characteristics of convenient, efficient, open and easy access to network information technology cater to the needs of contemporary college students, and can meet the diversified learning needs and rich emotional value pursuit of college students^[2].

1.2 Path innovation is conducive to the integrated development of network ideological and political education resources in colleges and universities

The continuous innovation of the network ideological and political education path in colleges and universities is helpful to integrate the traditional ideological and political education and the unified development of the ideological and political education resources under the new mode. Under the application of skilled network technology, educators can according to the change of teaching objectives and teaching difficult point, timely choose teaching resources and teaching methods, effective use of data elements resources, create good digital campus, classroom applications, innovative teaching methods, shape ideological and political education methods, realize the benign interaction of online teaching and offline teaching. For example, in the study of the Outline of Modern and Modern Chinese History course, virtual simulation technology can be used to lead students through time in the classroom, learn revolutionary stories personally, and understand the red spirit. In addition, educators can carry out customized push services of educational resources to different students according to their personality characteristics, knowledge base and learning interest, so as to improve the precision of teaching objectives and teaching content and enhance the attractiveness of course teaching.

1.3 Path innovation is helpful to improve the timeliness of network ideological and political education content in colleges and universities

Efficiency is an important feature of the Internet. The network ideological and political education in colleges and universities can well combine the timeliness characteristics of the Internet and pay attention to the needs of students. With the development and change of society, the social hot spots and information update speed is fast, so the network ideological and political education in colleges and universities should constantly improve the speed of information collection, and improve the timeliness of educational content through path innovation. For example in hot events to collect information accurately, to ensure the authority of information, the current political hotspot and ideological and political education content, in the process of education and rapid and accurate effect, on the basis of the student discussion thinking correct guidance, shape the correct values, so as to achieve the fundamental goal of “khalid ents”. In the process of network ideological and political education, educators should combine with current affairs and hot spots, constantly enrich the content of education, and bring new cognitive experience to college students^[3].

2. Innovation path of network ideological and political education in colleges and universities

2.1 Strengthen the construction of professional talents in network ideological and political education

“The key to running a good ideological and political theory course lies in teachers, and the key is to play the enthusiasm, initiative and creativity of teachers”^[3]. The network ideological and political education in colleges and universities has become an essential part of the current ideological and political education, so it is necessary to optimize the construction of the network ideological and political education teachers in colleges and universities, improve their network professional skills, and build a high-quality network ideological and political education team. In the process of innovating the path of of network ideological and political education in colleges and universities, we should target the relationship between technology utilization and curriculum effect, guarantee the classroom effect of network ideological and political education, make full use of Internet technology, and implement the new concept of integrated development of Internet and ideological and political education.

2.2 Optimize and improve the network ideological and political education content and resource system

First of all, the field of network ideological and political education should pay attention to the guidance of ideology, pay special attention to the theoretical education, and shape the students' three views. For example, through the network data analysis to understand the students' interest in or students of current politics hot spots, social news view positioning students current ideological quality level, more targeted accurate guidance, a variety of forms to help students form the correct value consciousness, actively for college students to build rich system of education content. In education resources integration should pay attention to build network ideological and political education resources sharing database, for example can strengthen a region of different universities, different departments, a department of different teaching and research section or the ideological and political theory teacher coordination, jointly build network ideological and political education resources, reduce the regional big data and network ideological and political education integration

imbalance phenomenon.

2.3 Connecting the online and offline practice field of network ideological and political education

With the continuous progress of science and technology and the Internet and media convergence developing in depth, the society is embracing the arrival of the omnimedia era. Based on such background conditions, the network ideological and political education work in colleges and universities should keep pace with The Times, combine education, teaching and life style, and combine online and offline, virtual and reality. Online network ideological and political education and offline ideological and political education is a kind of virtual and reality, ideological and political education in colleges and universities should pay attention to the combination of unity and diversity, under the condition of education purpose, education content unified, online and offline education, using network technology, through the traditional ideological and political education and network ideological and political education field, promote the ideological and political education work overall new vigor and vitality.

For the ideological and political education in colleges and universities, Gradually mature network information technology and application scenarios, For the development of network ideological and political education teaching activities to provide a new power, create a new tool, opened up a new path, The development of network ideological and political education in colleges and universities should also keep pace with The Times, Adapt to the development of social productivity and the change of people's way of life, Follow the trend of the rapid development of network information technology.

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