

# Research on the innovative path of college students' network ideological and political education

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**Abstract:** *Traditional college students' ideological and political education mainly refers to the ideological and political teachers, counselors, class teachers, party and league organizations and other student education administrators with the aid of political theory course textbooks, Through classroom, class meeting and the study of the latest theories and policies and other main educational activities in the limited space to instill Marxist theoretical knowledge, socialist core values and other ideological and political theoretical knowledge in college students. The rapid growth of the Internet has undermined the hegemonic position of traditional ideological and political education discourse, eroded mainstream values, hollowed out the content of ideological and political education discourse, and degraded the quality of ideological and political education educators. Only by adhering to the correct political stance, people-oriented and innovative ideas of advancing with The Times, respecting students' right to speak, strengthening mainstream discourse dissemination, optimizing discourse content and improving the comprehensive quality of ideological and political education discourse can we better cope with the challenges in the innovation of ideological and political education discourse.*

**Keywords:** *network; Ideological and political education; College students*

## 1. Introduction

According to the 48th Statistical Report on the Development of the Internet in China, by June 2021, the number of Internet users in China has reached 1.011 billion, and the Internet penetration rate is 71.6 percent, of which 12.3 percent are 10-19, 17.4 percent are 20-29, and 20.3 percent are 30-39. In the Internet era, ideological and political educators, as the main disseminators of mainstream values, need to master the discourse power of ideological and political education on Internet platforms and continuously promote the construction of Internet civilization. Ideological and political educators should overcome the problems faced by the innovation of ideological and political education paths in the network, regularly innovate the teaching system of ideological and political education, enhance the influence and timeliness of ideological and political education, and complete the mission and responsibility entrusted to ideological and political educators in this era.

## 2. Challenges to online ideological and political education for college students

With the rapid development of the Internet, it is becoming more and more difficult for ideological and political educators to use traditional ways to communicate with college students, and the discourse system of college students' ideological and political education faces the weakening of the hegemony of traditional ideological and political education discourse; mainstream values were eroded; the educational content is empty and stuffy, and the discourse of life is missing; the overall quality of educators is challenged to improve.

### **(1) The inadequacy of the main body of online ideological and political education**

Firstly, the professionalism of ideological and political educators needs to be improved. Teachers should study real problems, focus on the academic frontiers of the world and the major needs of the country, and devote themselves to solving practical problems.[1] The integrated quality of ideological and political educators affects the expression of ideological and political discourse and the impact of ideological and political education. The majority of ideological and political educators are researchers in ideological and political theory with master's or doctoral degrees. They have some academic achievements and scientific research in the field of ideological and political education and have a strong theoretical foundation. However, under the "Internet +" vision, the content of ideological and political

education covers a wide range and the content of education is timeliness. Most of the ideological and political educators graduated from universities and institutes have conducted in-depth and thorough research on a certain aspect of ideological and political theoretical knowledge, and have not studied other theoretical knowledge in ideological and political education, as well as the knowledge of psychology, sociology, pedagogy and other related disciplines. At the same time, some ideological and political educators in our country blindly pursue Western concepts of education, which has a negative impact on the values and concepts of our education. In the age of the Internet, how to learn from and assimilate the excellent Western educational discourse system without being influenced by its bad ideology is an urgent problem that needs to be addressed by every ideological and political educator.

Secondly, the closing of the network information push of "what you want" leads to the aphasia of ideological and political education subjects. The Internet provides a relatively free virtual space for college students to collect, organize and send information online, post their own opinions, opinions and attitudes, and learn about national events, social policies and life information in a timely manner. College students mostly choose the Internet information they are interested in for understanding, thus forming the "information cocoon" effect. Network "circle group" refers to a kind of network social circle group formed by people who have similar interests, work background, living habits, behavior patterns, opinions and attitudes during the process of social communication through wechat, QQ, Weibo and other we-media platforms. [2] Network "circle group" socializing is an indispensable way for the public to socialize in social communication. Because college students have similar values and ways of thinking, and the Internet information push has the characteristics of "what you prefer", once the network "circle group" and "information cocoon" effect is formed, college students will be bound in groupuscule. As a result, problems such as blocked information, difficulty in integrating mainstream ideology and culture, difficulty in implementing discourse transfer for ideological and political education, and difficulty for ideological and political educators in controlling negative public opinion emerge in the college student population.

### ***(2) The arbitrariness of online content ignores the content of ideological and political education***

The normality, immobility, and seriousness of traditional ideological and political educational discourse contrasts with the uncentered, arbitrary, open, and virtual nature of Internet discourse. The discourse of college students who have grown up with the Internet has a strong personality and a strong need to grow as individuals. They have a strong sense of ownership and entitlement, and are more inclined to current Internet discourse; these web words are life-oriented, diverse and simplified to better express the attitudes and views of college students on hot events. However, in the current process of ideological and political education discourse exchange, our country's ideological and political education has serious problems of idealization, politicization and textualization due to the influence of interests and division of labor among the various sectors; it pays insufficient attention to practical issues such as the cultivation of the comprehensive quality of the educated, the development of innovation and entrepreneurship, and the development of physical and mental health, and can not get a positive response and solution to the major problems in real life that students are concerned about. This creates a contradiction between the traditional language of ideological and political education and the online language of the Internet environment. Students find it difficult to accept the words and expressions of traditional ideological and political education, and ideological and political educators find it increasingly difficult to engage students with their own professional discourse.[3] The discourse of ideological and political education is difficult to resonate in the minds of the educated, and there are phenomena such as the absence of discourse positions, the absence of discourse expression and the loss of discourse value. Ideological and political education inevitably leads to the island of education.

### ***(3) The openness of the internet has already affected traditional models of immersion education***

In the traditional model of ideological and political education, ideological and political educators have the source of information and are the source of the student's understanding of the information, so it is easier for them to establish their prestige with the student. They have an absolute right to speak during the transmission of information, and their subject status is established by the system. Internet discourse, however, is characterized by openness, freedom, light-hearted humor, and proximity to real-life college students. New media, such as the Internet, satisfy the curiosity of college students and become an important medium for them to realize information and knowledge sharing. [4] Growing up in this environment, college students have developed habits of independent thinking, and driven by a strong thirst for knowledge, college students are more willing to choose their own information, like to ask questions, dare to challenge tradition, and resist indoctrination. In other words, under the vision of "Internet +", the educated can obtain information in society equally, and the right of discourse begins to tilt to the students. Educators are no longer at the end of the line of information dissemination, and the

ideological and political educator's disciplinary status has been challenged. The discourse communication model of ideological and political education can no longer be carried out through the traditional methods of indoctrination, persuasion and persuasion. Only by mastering Internet technology can ideological and political educators take into account educational objectives, expertise and student needs in the process of ideological and political education to set scientifically sound teaching objectives and choose the right educational discourse. At present, however, due to the limitations of age, education, work experience and other factors, as well as the deep-rooted pedagogical patterns and methods of traditional ideological and political education, some ideological and political educators are not ideologically receptive to the impact of new media on education. They still use traditional teaching methods and are unable to use modern media technologies to educate college students about ideas and politics. As a result, college students who have grown up in the Internet age are less focused on ideological and political discourse.

#### ***(4) Diversified online information has influenced the ideological nature of ideological and political education***

With the development of China's market economy, the spread of the Internet and the influence of foreign cultures, the discourse system of ideological and political education will face a crisis of rationality.

First, the minds of college students are misaligned in complex network environments. Internet information is characterized by multiple transmission channels, fast speed, and high effectiveness, but the Internet also suffers from problems such as diversification of information content, complexity of information groups, and differentiation of information group needs. As a result, the dominance of mainstream ideologies is weakened, and the people or organizations that control the discourse of modern media platforms control the direction of public opinion in modern media. Under the influence of network public opinion, the discourse of ideological and political education of college students in China began to shift from ideological to non-ideological, and the phenomenon of political "marginalization" and entertainment of ideological and political education discourse appeared; some college students refuse to talk about politics, deeming it old-fashioned. In the face of a complex online environment, the ability of college students to distinguish between right and wrong is not fully formed. If ideological and political educators do not have the right to speak, they will not be able to guide college students in the right values in a timely manner, which will result in the development of college students' values in the wrong direction.

Second, freedom of speech on online platforms leads to a discursive orientation in ideological and political education. The development of the Internet has provided a platform for college students to speak out. The "fast food culture" formed by short videos and short words makes college students unable to read and think calmly, and unable to analyze and judge social events rationally. There is no relevant authority and supervision over laws and regulations in the network, and there is a lack of a rigorous censorship system for information, so there will be a lot of negative energy and information that does not conform to the laws of social development in our country. This can easily have an adverse effect on the minds of college students, who are prone to form money worship, hedonism, ideological dislocation, lack of faith, and the prevailing ideology of our nation in the formation of these three opinions. At the same time, due to the pressures of life, study, work and employment, college students tend to use the Internet as a place to vent their grievances and are reluctant to disseminate mainstream discourse, leading to discourse anomia, which affects social stability.

Third, Western social trends spread via the Internet have eroded mainstream values. Qiu Renfu pointed out: "The diversity of interdiscourse, the shift of modernity, the increasing complexity and virtualization of communication modes, and the penetration of Western hegemony have made the discourse of ideological and political education face numerous modern challenges." [5] At the moment, some mainstream social ideologies are already standing up against mainstream social ideologies. Under the influence of the Western trend of non-Marxist ideology, college students are unable to distinguish between values accurately, and suffer from weakening ideological enthusiasm, distorted value concepts, wavering political beliefs, inflexible ideals and beliefs, and weak sense of integrity. Ideological and political educators should be wary of Western countries spreading Western values, lifestyles and ideologies to Chinese university students through the Internet and alternative channels, thus eroding the ideological values of Chinese university students.

### **3. Innovative pathways for online ideological and political education for college students**

From the perspective of "network +", to solve the problems faced by the discourse of ideological and political education of college students, we should respect the discourse right of students and innovate the

discourse mode; strengthen the dissemination of mainstream discourse and cleanse the linguistic environment; the content of discourse is optimized to reflect realistic requirements; improving the overall quality of educators.

***(1) Improving the overall quality of educationalists in thought and politics***

Ideological and political educators should take a correct stand, continue to study, improve their overall quality, and "learn to be teachers and behave in the world."

Create the discourse image of insiders and break the barrier of "circle and group" on the Internet. If ideological and political educators want to break the barriers of discourse communication caused by the "circle group" and "information cocoon" effect of the network, establish communication channels inside and outside the circle, and guide the direction of public opinion in the circle, then building opinion leaders in the circle is an influential way to voice the network in the network era. Ideological and political educators should build opinion leaders in various network groups, so as to integrate themselves into the network group of college students, discuss topics together, guide network public opinion, improve the frequency of communication between the subject and the object, and better have the right to speak on the network of ideological and political education. At the same time, by creating peer opinion leaders, a relatively stable communication channel can be established, through peer opinion leaders, a correct image of ideological and political discourse can be established, the discourse trend of the network circle can be timely reflected, the bad information in the circle can be filtered, and the correct ideological concept of the college students can be maintained. At present, official media platforms such as news networks, People's Daily Online and Xinhua Net have also opened microblog and Tiktok accounts in the network, which is conducive to ideological and political educators to criticize and correct non-mainstream values and wrong ideas on the network, and also provides an effective means for ideological and political educators to break the barrier of "circle and group" on the network. It has played an active role in promoting discourse recognition in ideological and political education among college students.

***(2) The formation of ideological and political educational discourse in line with the trends of the Times***

Create ideological and political educational content that is close to actual life. The contents of the ideological and political education are a summary and condensation of the current spirit of The Times. Ideological and political education can only be useful in promoting the ideas of college students if it is consistent with the needs and development of society. In the Internet era, the discourse system of ideological and political education should give full play to the advantages of openness and diversity of new media, conform to the law of discourse development and the structure of discourse transformation, change the concept of ideological and political education, transform the closed and static concept into a dynamic and open concept, and unify the goal of discourse practice with the requirements of social development. Ideological and political educators should enter the world of college students, actively pay attention to the development and changes of the network discourse system, fully understand the fluctuations of college students' public opinion through online and offline forms, make full use of various educational materials in virtual space, and use concise, comprehensive and vivid language to carry out ideological and political education. [6] At the same time, the majority of ideological and political educators should learn from experts, scholars, network celebrities and "grassroots" thinking and life attitude, understand the language habits and hobbies of college students, integrate novel content into the discourse of ideological and political education, so that the discourse of ideological and political education into the language symbols that college students are willing to accept, and closer to the actual life of college students.

Ideological and political educators should construct the content of discourse based on the different issues of college students in different time periods. More specifically, it can be divided into three distinct phases. The first phase addresses the problems encountered by college students in their studies and lives, and closely combines ideological and political education with real-life issues of concern to students; The second stage is for college students to establish a correct moral concept and outlook on life, combining the Chinese dream with their own; The third stage is to make college students extremely identified with the state and firmly committed to the correct political stance, ideals and beliefs, as well as Marxist beliefs.

***(3) An "interactive" dialogue model should be built between educators and educatees***

First, a harmonious dialogue environment should be established based on education. College students were the earliest and most widespread users of new media technologies. Students pay more attention to network language and are more likely to accept various "new ideas" and "new thinking" from network media, which provides sufficient conditions for the development of network discourse in teaching.

Ideological and political educators should build a platform for teacher-student interaction with the help of new media to break the dominance of teachers in the classroom and build bridges of communication between teachers and students. At the same time, educators should tolerate and understand the character and discourse characteristics of college students, respect their ideals, beliefs, and valued pursuits, fully consider their feelings, give college students ample opportunity to express their opinions, positions, and thoughts, and model interactive dialogue. At the same time, college students resist and reject the obscure content of discourse and dogmatic expressions of ideological and political education. Therefore, effective ideological and political education should strike a balance between meeting the teaching objectives of the school and satisfying their own demands, and reasonably set the teaching objectives of ideological and political education, so that college students can solve their own puzzles in the process of ideological and political education. To meet their own needs.

Second, the use of graphic narratives to construct discourse systems for ideological and political education. In the age of the Internet, visual consumption has become an essential source for the spiritual life of college students, and visual imagery has become a popular cultural paradigm for college students. With the continuous development of the Internet, college students who grow up in the Internet era have entered the "picture reading era". The "picture-reading era" not only affects the cognitive mode and discourse expression mode of contemporary college students, but also affects the narrative mode of ideological and political education discourse. The aesthetic painters represented by "Wuhe Qilin" use pictures to express political stance and public attitude, which provides a reference for ideological and political educators to innovate the way of ideological and political discourse. Ideological and political educators should be good at using the way of image narration, actively create the means of ideological and political discourse communication including images, videos, animation and other elements, and respond to the past single, didactic and fragmented ideological and political education expression with diversified, three-dimensional and visual ways of expression, so as to regularly enhance college students' identification with ideological and political discourse.

#### ***(4) Strengthening the ideological nature of ideological and political educational discourse and purifying the linguistic environment of online platforms***

The first is to integrate mainstream values into online discourse. The content of utterances on the Internet is diverse, and there are utterances with negative energy. Ideological and political educators should sufficiently understand and evaluate the development trend and communication channels of the Internet, pay attention to humanistic care and psychological guidance for college students, and build a discourse system of ideological and political education that conforms to the development law and growth characteristics of college students and meets their needs. In order to guide college students to establish the correct core values of socialism. Contemporary college students have a strong identification with socialist core values, and online media platforms to promote socialist core values are in place. [7] Therefore, innovations in the discourse system of ideological and political education should be based on the core values of socialism, and the ideas of prosperity, democracy, freedom and the rule of law should be integrated into the content of ideological and political education discourse; In terms of educational methods and methods, innovation and development should also be carried out around the socialist core concept, so that the innovation of the discourse system of ideological and political education can meet the requirements of the development of the current era, and then solve the problem of the decline of ideological and political discourse power.

Second, online discourse on ideological and political education embodies Chinese characteristics. Chinese characteristics are fundamental principles for innovating the discourse system of ideological and political education. Ideological and political educators should formulate a discourse system with Chinese characteristics in terms of China's national conditions when constructing the online discourse system. It conveys the Chinese voice, distills the Chinese spirit and the Chinese complex, reflects the characteristics of Chinese discourse and forms a Chinese style. To educate college students to view the differences between China and the outside world in the right way. At the same time, the construction of the ideological and political discourse system should be rooted in the excellent traditional Chinese culture and the red revolutionary culture, and train college students to establish "four self-confidence" and firmly "two maintenance".

## **4. Conclusion**

The discourse system of ideological and political education is constantly innovating as the internet continues to grow, and it is a gradual process. In the process of innovating ideological and political

discourse, educators should constantly summarize the rules, accumulate materials for the innovation of the discourse power of ideological and political education in the future, so as to promote the discourse of ideological and political education to keep pace with The Times, and constantly play its role in the ideological guidance of college students.

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