

Analysis of the Construction of Discourse Right of Network Ideological and Political Education in Colleges and Universities

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Abstract: *With the continuous development of Internet technology, the construction of discourse right of network ideological and political education in colleges and universities is facing new opportunities and challenges. Effectively constructing the discourse right of network ideological and political education in colleges and universities is conducive to the improvement of students' ideological and political level, the good construction of academic atmosphere in colleges and universities, and the further purification of network environment. At present, colleges and universities need to pay more attention to the construction of discourse right of ideological and political education, and the construction system of discourse right of ideological and political education in colleges and universities is not perfect, and there are few strategies for the construction of discourse right of ideological and political education in colleges and universities. Therefore, it is necessary to consider how to enhance the awareness, improve the system and enrich the strategies of constructing the discourse right of online ideological and political education in colleges and universities from three aspects: a solid talent team, advanced scientific theories and practical methods.*

Keywords: *network; ideological and political education; right of speech*

1. Introduction

The construction of discourse power in network ideological and political education in colleges and universities involves many aspects. Discourse power refers to the power that can influence others' viewpoints and values in society. In the network ideological and political education in colleges and universities, the right to speak mainly refers to the power that has influence on students' ideological guidance and value shaping.

2. The Significance of the Construction of Discourse Right of Network Ideological and Political Education in Colleges and Universities

2.1 Improve students' ideological and political level

For students, the construction of discourse right of network ideological and political education in colleges and universities is conducive to the improvement of students' ideological and political level. In today's era when the Internet is popular, students spend much more time with the Internet than face to face, and most students still choose the Internet as the main way to socialize. [6] For them, it can save their time and avoid a lot of meaningless social activities. This also means that students will be influenced by network information on the Internet. Promoting the construction of discourse right in network ideological and political education in colleges and universities can make ideological and political education more perfect. On this basis, colleges and universities can take care of students' development more comprehensively when they carry out ideological and political education, and teachers can also more keenly capture students' problems in the process of physical and mental development, solve problems in time, and protect students' personal safety and mental health. If and universities can better promote the construction of the discourse right of network ideological and political education, people can pay attention to the network problems, so as to further upgrade the ideological and political education methods and help students receive better ideological and political education.

2.2 It is conducive to the good construction of academic atmosphere in colleges and universities

For students, most of the time is spent in colleges and universities, so the construction of study style in colleges and universities is very important for students' growth. The construction of study style in colleges and universities has a subtle influence on students, and students can achieve more long-term development by building a good and efficient study style. Doing a good job in the construction of discourse right of network ideological and political education in colleges and universities can promote the construction of study style in colleges and universities. In the process of ideological and political education for students, we should not only pay attention to the traditional ideological and political education, but also pay attention to the influence of online ideological and political education on students. If colleges and universities have achieved good results in the process of promoting the construction of discourse right in network ideological and political education, then the ideological quality of each student will be greatly improved, and then teachers can greatly reduce the time cost when managing students.

2.3 It is conducive to further purification of the network environment

Under the background of the Internet age, students are the main force in the "network army", and the network also exerts a subtle influence on students in the process of roaming the "network sea". In the process of promoting the construction of the discourse right of network ideological and political education, colleges and universities have improved students' ideological and political level, enabled students to pay attention to their words and deeds at any time when socializing on the network, and can identify the authenticity of network information when browsing the network information, which is not only a growth for students, but also a big step to promote network purification.

3. The Present Situation of the Construction of Discourse Right of Network Ideological and Political Education in Colleges and Universities

3.1 University network ideological and political education discourse power is not taken seriously

In the current network ideological and political education in colleges and universities, its right to speak is quite ignored. Many colleges and universities are immersed in traditional ideas, and think that network ideological and political education need not be taken seriously. Most colleges and universities still focus on conventional ideological and political education. In today's education system, the conventional ideological and political education is more mature. Many colleges and universities use the same set of ideological and political education textbooks and the same education system, and there are not many innovations in educational means.^[1] But now is the Internet age, and ideological and political education should be known to the public and paid attention to. However, many colleges and universities do not mean this, so the right to speak in the system of ideological and political education is not enough. The reason for this situation is largely because schools and teachers do not pay attention to the influence of the network. They still think that conventional ideological and political education can help students identify the advantages and disadvantages of online information, but combined with the network accidents in recent years, it is obvious that this cognition is incorrect.

3.2 University network ideological and political education discourse power construction is not perfect

Because universities and teachers don't attach importance to the construction of discourse right of online ideological and political education, it directly leads to the problem of imperfect construction of discourse right of online ideological and political education in universities. When many schools carry out ideological and political education, they do not carry out online ideological and political education separately for research and publicity.^[2] In this way, many students think that network ideological and political education is not important, which also makes many teachers not put network ideological and political education in the research center. Therefore, among many colleges and universities, there is not a perfect construction of discourse right of network ideological and political education. Many colleges and universities still regard ideology and politics as an accessory, and have not built a perfect system for it. Without the support of the completion system, it is impossible for an educational goal to advance smoothly and achieve better teaching results. Without a perfect system, online ideological and political education can't be carried out smoothly. When schools recommend ideological and political education

activities, they can't bring the real focus of online ideological and political education to students and teachers, and of course they can't achieve the teaching goal.

3.3 There are few strategies to construct the discourse power of online ideological and political education in colleges and universities

Many colleges and universities have not conducted in-depth research on the construction of the discourse right of online ideological and political education, which leads to fewer strategies for the construction of the discourse right of online ideological and political education in colleges and universities, and cannot put forward constructive suggestions for the current situation of the construction of the discourse right of online ideological and political education in colleges and universities.^[3] At the same time, this has led teachers and colleges to pay little attention to the construction of the right to speak in online ideological and political education, and failed to make a corresponding perfect education system. In the long run, the construction of ideological and political discourse power in colleges and universities will become weaker and weaker, but the potential danger of network influence will not be reduced, which has laid a great hidden danger for students' ideological and political education. Nowadays, with such a developed network, the network is everywhere, and its influence on students will only increase. However, colleges and universities cannot provide students with corresponding ideological and political education, which will cause huge loopholes in ideological and political education in colleges and universities and is extremely unfavorable to students' physical and mental development. Therefore, colleges and universities should think about how to deepen the research of network ideological and political education and come up with more strategies to promote the development of network ideological and political education.

4. Elements Needed for the Construction of Discourse Right of Network Ideological and Political Education in Colleges and Universities

4.1 A solid talent team as the foundation

The construction of discourse right of network ideological and political education in colleges and universities needs to build a talent team as the foundation. In the process of promoting the construction of discourse right in network ideological and political education, most teachers lack a certain understanding of this construction. Only when the construction of discourse right of network ideological and political education in colleges and universities is based on a solid talent team can the work be developed for a long time, which means that strict requirements should be made on the talent team in the process of promoting the construction of discourse right of network ideological and political education. When selecting teachers, colleges and universities should consider whether teachers' majors can support the construction of discourse power in network ideological and political education. At the present stage of development, the research on the construction of discourse right of online ideological and political education is not enough, which leads to the lack of information when teachers carry out related studies. Therefore, the current situation is that colleges and universities can't achieve good teaching results in students' online ideological and political education.

4.2 Advanced theory as guidance

The construction of discourse right of network ideological and political education in colleges and universities needs advanced theory as guidance. In the process of "growth" of the construction system, advanced theoretical guidance is the "commander" who can make great progress in the system. Under the guidance of advanced theory, the construction of discourse right of network ideological and political education in colleges and universities will not lose its way. Relevant persons in charge of colleges and universities can refer to advanced theories when studying the construction of discourse power in ideological and political education, which is conducive to making more reasonable practical plans. Teachers in colleges and universities can also choose appropriate teaching methods to carry out online ideological and political education for students according to advanced theories. More than that, schools can also construct the discourse right of network ideological and political education according to advanced theories, enhance the importance of network ideological and political education in ideological and political education, and show the outstanding achievements in promoting network ideological and political education.

4.3 A workable method as a practice

The construction of discourse right of network ideological and political education in colleges and universities needs practical methods as practice. In the teaching process, the final result of the construction of the discourse right of network ideological and political education should be implemented. When many colleges and universities construct the discourse right of network ideological and political education, they all do written research and fail to implement the work. This is pretty unfavorable to the construction of discourse right of network ideological and political education in colleges and universities. Only on the basis of practice can the related work of the construction of discourse right in ideological and political education be promoted to a new height. If we only do research in writing and don't practice it in practice, we can't know whether the research direction is correct or not, and whether the research results are conducive to promoting the construction of the discourse right of online ideological and political education in colleges and universities. In addition, there are still some situations in which the construction strategy of discourse right of online ideological and political education in colleges and universities is not feasible. This requires colleges and universities to consider the realizability of the strategy and choose the most reasonable scheme to implement in combination with the actual situation at that time, so as to get the desired research data.

5. Strategies for the Construction of Discourse Right of Network Ideological and Political Education in Colleges and Universities

5.1 Enhance the awareness of the construction of discourse power in network ideological and political education in colleges and universities

Consciousness is the guide of action. Any behavior needs corresponding consciousness as support. This is especially true in enhancing the discourse power of network ideological and political education in colleges and universities. Only when schools, teachers and students pay attention to the construction of the discourse right of online ideological and political education in colleges and universities can we promote the development of the construction of the discourse right of online ideological and political education in colleges and universities. In this regard, colleges and universities should carefully select talents who can have the right to speak on network ideological and political education and help build talents. [4] They should combine their own experience and their excellent professional strength to deeply study the construction of the discourse power of online ideological and political education in colleges and universities. These talents should rely on their own professional quality to enhance the importance of teachers and students in colleges and universities to the construction of discourse power in online ideological and political education. Only when everyone in colleges and universities attaches importance to the construction of the discourse right of online ideological and political education can we really push forward the construction of the discourse right of online ideological and political education and achieve ideal results.

5.2 Improve the construction system of discourse power of network ideological and political education in colleges and universities

The promotion of the construction of the discourse right of network ideological and political education in colleges and universities can only achieve the corresponding work purpose by relying on a perfect construction system. Therefore, the construction system of the discourse right of network ideological and political education in colleges and universities is particularly important. Schools should pay attention to the scientific and realizable nature of the system when constructing the discourse right construction system of network ideological and political education. [5] From a scientific point of view, schools should consider whether the system can be fully applied to students' ideological and political education in the process of building a system for building the right to speak in online ideological and political education. In the actual operation process of some colleges and universities, their system can't scientifically construct the discourse right of online ideological and political education, because they haven't put the relevant theories into practice, and the whole system lacks scientificity. In terms of realizability, when the school constructs the system of discourse right of online ideological and political education, it should consider whether the system can be implemented in practice and play its due role. When some schools build the system again, they simply combine teaching methods with related theories and become superficial, which can't actually apply the system to students' ideological and political education [6-8].

5.3 Diversified strategies for the construction of discourse power in online ideological and political education in colleges and universities

The construction strategies of discourse right in network ideological and political education in colleges and universities need to be diversified in order to stimulate students' attention and attract students' interest. In the traditional process of ideological and political education, the school adopts the way of teachers teaching or giving lectures, which is not enough to attract students' interest. In the course of most teachers' teaching, many schools adopt the mode of big class teaching when they conduct ideological and political education again. That is, many students have more independent choices in class, and they will choose to do their own things in class, and will not really focus on ideological and political education. This enlightens the school to pay attention to the diversity of strategies when developing the construction strategy of discourse right in network ideological and political education. If the traditional ideological and political education method is adopted to construct the discourse right of online ideological and political education, it is likely that the desired effect will not be achieved^[9].

6. Conclusion

Under the background of Internet, the construction of the discourse right of ideological and political education in colleges and universities is becoming more and more important, but its present situation is gradually declining. This reminds us that in the process of ideological and political education, we can't ignore the construction of the discourse right of online ideological and political education[10]. All colleges and universities should clearly know the importance of the construction of discourse right in network ideological and political education in colleges and universities, and make great efforts to study it in order to promote the construction of discourse right in network ideological and political education in colleges and universities.

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