

Research on College Ideological and Political Education and Network Culture Construction

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ABSTRACT. *With the development of information technology, college network culture has gradually become an important way of ideological and political education. Studying the combination of network culture construction and ideological and political education in colleges and universities is an important issue given to us by the times. We must update the ideology and concept of combining the two, strengthen the theoretical research on the combination of the two, innovate the ways and methods of combining the two, establish a unified and coordinated working mechanism, and build a variety of effective combination carriers.*

KEYWORDS: *Ideological and political education, Network culture construction, Combination, Carrier*

1. Introduction

With the development of information technology, the improvement of college network facilities and the increasingly rich campus culture, college network culture has gradually become an important way of ideological and political education. At present, how to strengthen the construction of college network culture and give full play to its ideological and political education has become a topic of concern to colleges and the whole society. The construction of network culture in colleges and universities has expanded space, enriched content, innovated methods, and improved the effectiveness of ideological and political education; ideological and political education has also provided a solid ideological and political foundation and scientific theoretical support for the construction of network culture in colleges and universities, guiding its Develop in the right direction. Therefore, studying the combination of network culture construction and ideological and political education in colleges and universities is an important issue given to us by the times.

2. The Combination of Ideological and Political Education in Colleges and the Construction of Network Culture is the Requirement of the Times

With the continuous development of campus network construction, college network culture has become an important channel for ideological and political education of college teachers and students. Under such circumstances, ideological and political education must also transform traditional ideas, broaden new educational space, enhance awareness of the times, take the initiative to penetrate the campus network to play its educational function, and expand education coverage and influence through the combination of online and offline. Whether it is the construction of university network culture or ideological and political education, it is a practical activity carried out by university campus groups. The connection and combination of the two is based on the practice of a common subject, which highlights the necessity of combining online education and offline education. The combination of network culture construction and ideological and political education in colleges and universities is an inevitable trend. As an important position for cultural construction and talent training, colleges and universities must deeply understand the internal connection between college network culture construction and ideological and political education, promote the effective combination of the two, and promote the cultivation of higher education talents in China.

2.1 The Inevitable Requirement of Spreading Socialist Core Values

At this stage, the main task of the combination of network culture construction and ideological and political education in colleges and universities is to make full use of the characteristics and advantages of network media and spread the core values of socialism.

Ideological and political education can be combined with the construction of university network culture,

using new types of communication and interactive methods to enhance the effectiveness and vitality of the propaganda and education of socialist core values. Present the educational content of core values in a form that people like to hear; allow core values to penetrate into people in a wide range of areas and play a lasting educational role, greatly increasing the breadth and depth of core values; greatly improving the core values of socialism Timeliness of educational communication. [1]

2.2 Responding to the Urgent Needs of Social and Cultural Diversity

With the continuous changes of China's economy and society and the deepening of reform and opening up, social culture has gradually diversified. Under the influence of multiculturalism and network society, only by closely combining college network culture construction with ideological and political education can we lead the core values of socialism in a multicultural society and maintain the ideals and beliefs of college students. Therefore, strengthening the combination of network culture construction and college ideological and political education is also an urgent need to respond to social and cultural diversity. [2]

2.3 Effective Means to Promote the Healthy Growth of College Students

College students are at a mature age. Online entertainment culture is very attractive to them. The Internet is full of bad information, which will inevitably have a negative impact on college students' moral consciousness and values. The combination of strengthening the construction of online culture and ideological and political education in colleges and universities can enable college students to more clearly understand the pros and cons of online culture, enhance self-discipline awareness and self-discipline ability, and promote healthy growth. [3]

3. Problems in the Process of the Combination of Ideological and Political Education and Network Culture

3.1 Ideas and Concepts Do Not Adapt to the Development Trend of Combining the Two

Most educators have a full understanding of the construction of network culture or ideological and political education in colleges and universities, but they do not pay enough attention to the necessity of combining the two, which has affected the in-depth development of the practice of combining the two. First, without understanding the relationship between knowledge and value, many educators are not good at dealing with this relationship. Second, without understanding the relationship between reality and virtuality, many educators pay attention to the difference between online education and offline education, and ignore the connection and combination of cyberspace and real society. Third, there is no understanding of the relationship between openness and cohesion. The construction of network culture in colleges and universities has promoted information acquisition and interpersonal communication among college students. Ideological and political education is to gather and guide the information acquisition and interpersonal communication of college students. Fourth, the relationship between dominance and interactivity is not understood. Many educators do not balance and integrate this relationship. Fifth, fail to recognize and handle the relationship between social education and self-education.

3.2 Theoretical Research Lags Behind the Practical Needs of Combining the Two

The research results of online ideological and political education are very rich. The research results of online ideological and political education increase year by year, but the quality of the research results has not been improved. In the full-text database of Tsinghua Tongfang Chinese academic journals, the number of papers published under the theme of "Internet ideological and political education" has shown an obvious upward trend year by year, but the number of core journals has not increased significantly, even showing a certain downward trend. Under the background of rapid development of network culture construction in universities, the valuable and in-depth theoretical research on network ideological and political education lags behind the need of combining the two. [4]

3.3 The Working Mechanism Affects the Effective Operation of the Combination of the Two

The combination of network culture construction and ideological and political education in colleges and universities is a systematic project. A perfect working mechanism is needed to ensure the effective operation of

this combination. Most colleges and universities in China do not have a coordinated joint work organization. The quality of the team needs to be improved, and the imperfect guarantee mechanism has affected the progress of the combination of the two.

3.4 Ways and Methods Affect the Actual Effect of the Combination of the Two

Some colleges and universities can take the initiative to combine network culture construction with ideological and political education to a certain extent. However, due to insufficient understanding of the combination of network culture construction and ideological and political education in colleges and universities, the methods and means are not perfect, making it difficult for colleges and universities to achieve fruitful results in network ideological work; the leading role of ideological and political education is not prominent, and it cannot effectively guide college students Forming a dominant position; lack of communication and interaction in online ideological and political education; backward application level of campus network operators, low utilization rate of campus network carriers, and insufficient effect of ideological and political education. [5]

4. Strategies for the Combination of Ideological and Political Education in Colleges and the Construction of Network Culture

The effective combination of university network culture construction and ideological and political education can guide the development direction of university network culture construction, strengthen the construction of university network culture connotation, enhance the attractiveness and appeal of network ideological and political education, and further affect the values and behavior patterns of college students Improve the timeliness of online ideological and political education.

4.1 Update the Idea of Combining the Two

We must pay full attention to the importance and necessity of combining the two, update the concept of online ideological and political education, and effectively promote the close integration of the two. Network culture construction and college ideological and political education are important components of school education management. Promoting the close and effective combination of the two is an important way to promote the sustainable development of college network culture and improve the effectiveness of ideological and political education; establish an open network of ideological and political politics Educational concept, give full play to the guiding role of public opinion in the construction of network culture, ensure that the network ideological and political education is developing in the right direction, and actively and actively guide college students to use the network rationally and civilly, use new media, and promote their own growth; pay attention to public opinion and campus The coordination of public opinion forms the greatest joint force and promotes the combination of the two.

4.2 Strengthen the Theoretical Research of the Combination of the Two

The online ideological and political education in colleges and universities is booming, and the theoretical research on online ideological and political education is also continuing. From the initial empirical research to more and more systematic theoretical research, from the study of ideological and political education disciplines to interdisciplinary and multidisciplinary research. At present, the development of online ideological and political education activities is mainly at the level of "ideological and political education on the Internet", failing to guide the development of college students'ideological concepts, it is necessary to conduct more systematic and in-depth theoretical research and exploration from a multidisciplinary perspective Ways and means to enhance the influence of online ideological and political education. [6]

4.3 Innovate the Way of Combining the Two

Innovating online ideological and political education methods is conducive to mobilizing the enthusiasm and interactivity of educators and educated persons, and promotes the true realization of the combination of network culture construction and ideological and political education. Campus network communication should focus on implicit education, so that college students can receive infiltrated information with joy and implicit emotion; campus network media should strengthen communication and interaction. The interaction process is the process of educator and educated person's thought exchange, and also the ideology and morality The process of gradual

integration with values; we must pay attention to the combination of online education and offline education.

4.4 Establish a Unified and Coordinated Working Mechanism

In the practice of combining network culture construction with ideological and political education in universities, it is necessary to deeply analyze the various factors that affect the combination of the two, establish a unified and coordinated working mechanism, and promote the effective combination of the two. A unified and coordinated working institution must be established, and the working organization must have the leadership ability to coordinate the construction of the university's network culture and ideological and political education, and promote the combination of the two; establish a sense of full participation, and work together to establish High-quality joint work team; establish a solid and powerful guarantee mechanism to provide system guarantee and capital guarantee for the combination and development of the two. [7]

4.5 Build Diverse and Effective Combination Carriers

The combination of network culture construction and ideological and political education in colleges and universities requires a certain carrier. In order to carry and transmit the combined content information, various effective combined carriers need to be established. To establish an important media to realize the combination of the two-campus websites and online forums; Weibo and blogs are also important feedback carriers for online public opinion in colleges and universities, which can enable schools to quickly publish relevant campus dynamics and facilitate information exchange between teachers and students and school leaders; Instant messaging platform, you can more truly understand the dynamics of teachers and students, and master the various problems caused by the combination of the two; you must pay attention to the use of mobile media to provide a richer method for the integration of the two.

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