

# Exploration on the Effective Path of Network Ideological Education in Colleges and Universities in the New Era

Wenjie Song, Panpan Wang\*

*Student Office of Xinjiang Agricultural University, Urumqi, Xinjiang, 830052, China*

*\*Corresponding author*

**Abstract:** *Based on the current situation of network ideological education in colleges and universities in the new era, this paper analyzes the prominent problems in the current network ideological education, and explores the effective ways to construct the network ideological education system in colleges and universities in the new era from the aspects of perfecting the system and mechanism, so as to strengthen the team building, strengthening the content output, and doing a good job in public opinion response.*

**Keywords:** *Universities, Network Ideological Education, Effective Path*

## 1. Introduction

In recent years, with the continuous development and progress of new media technology and we media platform, the impact of the network on college students' outlook on life and values is increasing. How to use the network media platform to build the working system of network ideological education concept, system, carrier and platform, and promote the innovative development of network ideological education is an important topic.

## 2. The current situation of network ideological education in colleges and universities in the new era

### 2.1. The network promotes the development of ideological education in colleges and universities

The traditional education mode based on classroom and venue activities can no longer meet the needs of the development of college students in the new era. It is the general trend to build a network ideological education work platform in colleges and universities based on the big data platform. Improve the timeliness of the current students' ideological education, promote the innovation and development of ideological education work, should be good at using the Internet technology and information means, the rational use of new media and new technology, make the network ideological education education work "live", realize the ideological education education and information technology organic integration, enhance the time sense and appeal.[1] Through the network ideological education can effectively promote the ideological education work traditional advantages with information technology highly fusion, university educators can make full use of efficient and fast network technology, integration of education resources, understand the psychological needs of college students and "network life", build in line with the characteristics of the new era of college students network position, further promote the innovation of ideological education mode in colleges and universities.

### 2.2. The network enriches the forms of ideological education in colleges and universities

The ideological education and value lead through the network background of school education, teaching, service, management of the whole process and each link, give full play to the departments, the education main body collaborative education, build up to value lead as the main line, personality as the core, on the basis of ability to ascend, supported by the full collaborative network ideological education "concentric circles", form a long-term mechanism of network culture education. At the content level, we should adapt, advance and update the situation, tell the story of fighting the epidemic with emotion, educate and guide students to further understand the advantages of the socialist system with Chinese

characteristics, vigorously promote the patriotism in the fight against the epidemic, and constantly strengthen the mission and responsibility of youth. Through the network ideological education work platform, fully combining the "four histories of history" learning and education requirements of the Ministry of Education, fully play the synergistic role of full-time college counselors and ideological and political teachers in the ideological education of students, and promote the dissemination of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era in colleges and universities. Especially during the epidemic period, a series of measures based on "cloud classroom", telling "cloud stories" well, and launching "cloud services" have vividly reflected the theme of online education to enable accurate ideological education.

### ***2.3. Network innovation is the thinking of ideological education in colleges and universities***

To promote the high integration of the traditional advantages of ideological education and modern information technology is an inevitable trend of the development of innovative ideological education, a practical need to solve the problems of ideological education, and an important measure to empower accurate ideological education and enhance the effectiveness of work. First, according to the situation and recognize the general trend of the omnimedia era. College teachers and students have a strong appeal in the construction of new media position, Through the establishment of the new media Alliance and the network Thought education and culture Studio, Enrich the working form of network ideological education, Expand the work channels of network ideological education; Second, take advantage of the trend, Do a good job of media integration and development, Combined with the school newspaper, school magazine, campus radio and other traditional media can form websites, wechat, microblogs covering university teachers and students, Create a "five-in-one" integrated media communication mode, Focusing on the brand cultural activities such as "three advances, two links and one friend", "national unity as one family" and "network culture into the campus", Combined with the activities of the university network culture festival, outduce a batch of online articles, pictures, micro videos, micro films, which vividly show the new era of college students' style, We will comprehensively improve the effectiveness of ideological education work.

## **3. Problems faced by network ideological education in colleges and universities**

### ***3.1. The network ideological education system in colleges and universities needs to be improved***

With the development of network technology and the impact of the epidemic, in recent years, the network has become an important channel for teachers and students to learn and communicate. However, how to build a network ideological and political work platform based on network media is still in the exploratory stage. The major ideological and political work mechanism involving teachers, counselors, party affairs and ideological education Cadres and professional teachers is not perfect, and the corresponding assessment, promotion and incentive mechanisms are not perfect, and collaborative work system has not yet been formed.

### ***3.2. The professional training of college network ideological education team is insufficient***

Taking advantage of the network to carry out ideological education, in the process of personnel selection and employment, teachers need to be able to master computer network technology, have high ideological and political theoretical knowledge and be familiar with the ideological characteristics of college students. At present, the professional ability of the personnel engaged in network ideological education in colleges and universities is slightly insufficient.[2] The teachers engaged in network ideological education in colleges and universities are mainly counselors and students and workers. The counselors are busy with daily routine work, and have limited energy and network technology ability to carry out network ideological education. The professionals with computer technology lack keen insight into the ideological education of college students and fail to fully understand the ideological characteristics of college students. At present, colleges and universities lack comprehensive talents who combine network technology with ideological education theory.

### ***3.3. The content attraction of university network platform is insufficient***

With the development of Internet new media technology, the commonly used network media has become the daily life of teachers and students. Colleges and universities are gradually building a network

education platform promoted by departments such as propaganda, academic engineering. Academic engineering and educational affairs departments are also constantly promoting the informatization construction, extending the ideological education, management education and service education to cyberspace. However, the content and form of online ideological education lack of innovation and lack of attraction to students. Some of the online ideological education content is only "moved" from offline to online. The graphic form design content is rigid and single. The content selection is different from the concept of contemporary young college students. The publicity channels and methods need to be innovated. The traditional one-way indoctrination mode has not been fundamentally changed. The two-way interaction is slightly insufficient and the education effect is not obvious.

#### **4. Exploration and research on the path of network ideological education in colleges and universities**

##### ***4.1. Innovating the system and mechanism, and improving the organizational power of the network education system***

Colleges and universities should pay attention to strengthening the construction of network ideological education organizations. First, it is necessary to establish a network education work mechanism with the leadership of the university personally grasping, the coordination of the upper and lower levels, and the participation of the party, government, and work groups, so as to form a network education pattern with the participation of all personnel of the propaganda, Party building, academic and engineering, and the Communist Youth League. Second, we should give full play to the leading role of counselors, implement the two-way promotion mechanism, and incorporate the cultural achievements of online education into the professional title review and annual work assessment materials, so as to encourage counselors to participate in the construction of the "online education" system. The third is to formulate new media management measures on campus, standardize the operation of new media platforms on campus, establish new media alliances, and form a communication effect that responds to all. Fourth, we can establish the evaluation and recognition mechanism of online cultural achievements, scientifically set evaluation standards, and form a long-term mechanism for the recognition of online cultural achievements.

##### ***4.2. Adhering to cultural education and enhance the brand influence of online education***

We should deeply understand the mission shouldered by college students, fully grasp the scientific path followed by college students, and persist in strengthening the innovation of ideological education methods. The key lies in building an ideological education team with network awareness and technical ability. First, we can improve the working mechanism, establish a network ideological and political work team composed of department leaders, ideological education experts, professional teachers, student representatives and other groups at different levels in the field of ideological education, in order to undertake the tasks of training, communication and business guidance for the ideological education team in colleges and universities, and establish and improve the online teacher ethics education system. Second, we can select a group of campus network masters, establish a campus "network masters" studio, and build a number of famous stations and columns, so as to output a series of excellent network cultural works, and deepen the educational function of campus network culture. Third, we can cultivate a group of positive energy student backbones to serve as network commentators, serve as volunteers for the dissemination of network civilization among the student groups by using the network methods and discourse systems loved by young people to get close to young people, by using high-quality network content supply to drive young people, and by using various information network applications to serve young people, and use network positive culture to condense young people.

##### ***4.3. Creating a financial media platform to enhance the ecological leadership of online education***

It is necessary to build a number of famous campus stations and columns based on the official website of the school, the official wechat, the Communist Youth League of students and workers and other network media platforms, and enrich the connotation and construction of the network ideological education platform. First, we can create a network media matrix, strengthen the construction of the "central kitchen" of media content, and give full play to the unique effects of interactive education, self-education and online education, in order to build a network culture matrix and network achievement display platform for colleges and universities that integrates ideological education, thematic ideas and

thematic learning. Second, we can pay attention to the construction of excellent projects of ideological education work in colleges and universities, encourage colleges and universities to promote content production through activities such as the network culture festival of colleges and universities and the collection of excellent network education cases, and actively tap the data of students' study, life and practice, in order to use big data to improve the effectiveness of network education. Third, we can take the network ideological education work center of colleges and universities as the core, build a network ideological education work platform of the education system that is interconnected, Co constructed and shared, expand the functions of learning, communication, training and information release of the center, and create an excellent base for training the network education team in Xinjiang.

#### **4.4. Improve the network supervision, and empower the network education centripetal force**

Always adhere to the correct political orientation, firmly grasp the dominant power in the network ideology field of colleges and universities. First, to establish a network resource sharing information database. In the process of network matrix co-construction, network platforms such as party building and ideological education video resource library, electronic book resource library, and network original work resource library have been built to realize the co-construction, integration and sharing of resources. The second is to establish a centralized network ideological education information release system, realize the effective integration of various communication carriers in colleges and universities, increase the output of network cultural products in colleges and universities, improve the quality of network cultural products, and improve the network literacy of teachers and students. Third, strengthen positive public opinion guidance, through strengthening cooperation with the media, do a good job in expanding positive publicity, improve the mechanism to collect students' difficult demands, timely solve the concerns of teachers and students, actively respond to them, and take the initiative to strengthen the positive energy of the network. Fourth, the monitoring of network public opinion, improve the construction of system and process norms, introduce the relevant management measures and regulations of network information release and public opinion management, use advanced technology to do a good job of public opinion monitoring, strengthen the control of campus network positions. We will strengthen team training, and invite experts to carry out crisis public relations guidance, such as public opinion event handling, emergency response, and public opinion guidance, so as to create a healthy and clear cyberspace.

## **5. Conclusion**

Facing the new era, the task of network ideological education in colleges and universities is arduous and of far-reaching significance. It requires ideological educators in colleges and universities to adhere to the fundamental task of building morality and cultivating people under the guidance of Xi Jinping's thought of socialism with Chinese characteristics in the new era, create a network ideological education matrix with high cohesion, wide coverage and great influence for college students in the new era by innovating the working mechanism, promoting network education and building an integrated media platform. We should constantly improve the effectiveness of network ideological education in the new era, and give full play to the maximum effect of network education for the training of socialist builders and successors with comprehensive development of morality, intelligence, physique, art and labor.

## **Acknowledgement**

Fund: Research Project of "Innovation Center of Ideological Education in Xinjiang Universities" in 2021: System Construction and Effective Approach Exploration of Network Ideological Education in Xinjiang Universities in the New Era (Project No.: XJGXSZ2021B07); 2021 "Training and Research Center for Ideological Education Teams in Colleges and Universities (Zhengzhou University)" Open Topic: Research on the Practice and Innovation of Ideological Education for College Students (Project No.: ZZUKFYB202111)

## **References**

- [1] Feng G. *Internet thinking and innovative development of ideological and political education [J]. School Party building and ideological education* 2018; (2).
- [2] Si W. *Investigation and analysis on the effect of Ideological and political education in colleges and universities and its influencing factors [J]. Ideological and theoretical education* 2022;(01):101-105.