

On The Path of Improving the Effectiveness of Network Ideological and Political Education

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Abstract: With the deepening of social information, China's network ideological work is facing a more severe situation and challenges. Network ideological and political education as an important weapon to "off" and means, in practice is not fully adapt to the network development, thus appeared the network ideological and political education work results did not achieve the desired effect phenomenon, this paper analyzes on the practical level network ideological and political education in the cause of the development bottleneck and provides the corresponding solution path.

Keywords: Network Ideological and Political Education; Ideology; Effectiveness; the Path

1. Introduction

"To do a good job in ideological and political work in colleges and universities, it is necessary to change according to the situation, make progress according to The Times and innovate according to the situation. We should follow the law of ideological and political work...Constantly improve my ability and level of work."^[1]"Time" is based on the era of information technology. Nowadays, the Internet has become an important platform for people to exchange information and obtain resources, and ideological and political education should be done where the masses are. Therefore, it is the key and focus of ideological and political education in the new era to continuously strengthen the network ideological and political education. But the network ideological and political education is never "I talk you listen" "I do you watch" type "amuse oneself". Therefore, the content should be changed according to the event, the carrier should be advanced according to the time, but also in the method due to the situation and new.

2. First, the network ideological and political education encountered new problems

2.1 Lack of in-depth research and judgment on network practice objects

At present, new problems have arisen in carrying out mass work; When talking to the masses in need, you can't go on talking. Talk with young students, say not to go in; Talking to old comrades, I was rebuked. The reason for this situation is that the subjects of ideological and political education lack of systematic and normative in-depth research on the network participants. The diversity of people's spiritual needs and the single diversity of ideological and cultural supply are important characteristics of human needs, which are further enhanced in cyberspace. The massive and diversified digital information in cyberspace has greatly satisfied people's diverse spiritual needs and stimulated the new development of spiritual needs. Facing the diversity of spiritual needs, the information supply provided by the current network ideological and political education is relatively single, mainly due to the lack of a comprehensive analysis of the spiritual needs of the practice object. Therefore, there is a gap between the total amount of supply and the diversity of people's spiritual needs. In the face of the continuing growth of the new age people need spiritual life, the network ideological and political education information supply to the pursuit of the rich connotation, the form of diversification, macroscopic changes, according to people's needs for people growing need to provide a rich content of the "domain", try to overcome the contradiction between variety and single.

2.2 Lack of guidance for network opinion leaders

Network opinion leader is a new type of social role, mainly refers to the network information publisher based on the network platform, who publishes personal remarks and opinions and is widely

recognized by citizens, and can guide the trend of network public opinion and intervene in network opinions. Network opinion leaders have a special influence in the dissemination of network thought and public opinion. In the process of information dissemination, they have different identity attributes. They are not only the receiver of information, but also the producer of information, but also the gatekeeper and processor of public opinion. At the beginning of the emergence of network public opinion, network opinion leaders play the role of gathering public opinion and information. They will exert influence on network public opinion by playing the role of information source and mastering a large amount of reliable information by virtue of their advantages in the network environment. On this basis, the initiative to promote the spread of network public opinion, and consciously magnify a certain network public opinion, in the formation of mainstream public opinion plays an important role of promoting. When such opinions are accepted by the general audience, the network opinion leaders begin to interpret and reflect on the information carried by the network opinions, so as to guide the audience to deepen their understanding of the event.

The world today is undergoing profound changes unseen in a century. China's reform and opening-up has entered a deep water zone, and various cultural trends are colliding with each other. The development of the Internet has broken the limitations of space and region, greatly promoted cultural integration, but also posed new challenges to the ideological work of various countries. China's ideological field is constantly disturbed and impacted by national nihilism and western universal values. Under the guise of or through the training of online opinion leaders, some hostile forces have fanned the fire on the Internet for some hot issues, attacked the leadership of the Party and the government, and trumpeted western social trends. At the same time, because the network ideological and political education has not fully adapted to the network culture, there is a lag of positive guidance and negative refutation. Some citizens lacking discernment begin to get lost in the noise of online opinion leaders, and may even become suspicious of the mainstream ideology, which eventually leads to the confusion of extremist ideas, historical nihilism and other wrong value orientations. It can be seen that the interpretation and dissemination of various social trends of thought by network opinion leaders have an objective and efficient impact on the value orientation of citizens. For this reason, network opinion leader groups can easily mobilize from onlookers to action. In this process, not only the authority of network opinion leaders is constantly consolidated, but also it is easy to lead to deviation of value orientation and mass action initiated by confused citizens, resulting in social public crisis.^[2]

2.3 The innovative expression of the discourse system is still stiff and empty

Discourse expression directly affects people's understanding and grasp of the party and government's major policies, theories and policies, and then affects the actual effect of policy publicity. The network shortens the social distance between individuals, and the way of expression of traditional media is not suitable for the network media. Some of the official words exist in the empty, formulaic and grandiose words in cyberspace force has no living space. For example, a set of seemingly neat parallelism sentences on the Internet are empty and full of inane lectures, leaving people a stereotyped and boring negative impression, and may even directly turn political mobilization and ideological education into "going through the motions".

Profound governance philosophy, profound governance wisdom, through simple and simple language expression is more acceptable to the grassroots. At present, online discourse expression has not fully considered the thinking habits and language habits of the grassroots people, and has not mastered the truth that the masses can understand in the language they can understand. The problem of expression is closely related to the style of study and writing. Concise language seems simple, but it is closely related to a person's thinking method and leadership art. Some network ideological and political education workers lack network practical experience, narrow vision, and literary self-restraint needs to be improved.

The content of expression is sometimes divorced from the lives of the masses and lacks a sense of intimacy. From the law of psychology, when the audience feels separated from a certain discourse, it is possible to appear the psychological barrier of "Dis confluence", reduce the enthusiasm for contact with it, and its influence will be greatly reduced. Ideological and political education and theoretical propaganda work, whether in methods, or in language expression, must change with the changes of The Times.

3. Second, the way to enhance the effectiveness of network ideological and political education

3.1 Strengthen the "learning situation analysis" of network practice objects

Teaching should be based on the students' learning situation analysis, do the network ideological and political education work also need to carry out "learning situation analysis" - object research, and the network ideological and political education object is more complex and changeable. Individual differences of people lead to different spiritual needs of people, so we should deepen the object research on the premise of comprehensive and accurate grasp of needs, so network ideological and political education should take deepening the object research as the starting point of practice. Effective content supply is based on whether the object accepts, likes or dislikes, benefits or not, and satisfaction or not. The sense of acquisition of the object is the vitality of information supply, and the depth of object research directly determines the degree of agreement between supply and demand.[3]Research of a new era of network ideological and political education object by emerging quantitative research techniques, such as large data at the macro level accurately grasp the common spiritual needs of all objects, while in-depth micro fine to grasp each individual spiritual needs, do the spiritual need to capture the precise and operational, realize a comprehensive upgrade of information supply side.

3.2 Give full play to the guiding role of network opinion leaders

Network opinion leaders play a very important role in the whole process from the emergence and development of network public opinion to the end of network public opinion. However, we must realize that such a role may be positive or negative, constructive or destructive, and the key depends on the judgment and decision-making of network opinion leaders. Network public opinion communication is typically different from that of traditional media, with the characteristics of rapidity, convenience and clustering. There are both voices of mainstream thought and public opinion in network positions, as well as some noises and noises. In such a complex environment, to promote the mainstream and eliminate the non-mainstream, we should not only strengthen control, but also learn to guide. Only through the scientific and reasonable network public opinion guidance, can continue to strengthen the mainstream ideological public opinion. Strengthen the network mainstream ideological public opinion, require the relevant government departments to actively strengthen communication with network opinion leaders, guide them to contribute to the dissemination of mainstream information. At the same time, government departments are required to consciously cultivate and build influential network opinion leaders and help them play the role of discriminator of mainstream thought.

3.3 Coordinated development of innovation in form and content

To vigorously promote practice and innovation, we need to make meaningful things interesting, and meaningful vehicles embody meaningful things. What is meaningful is the content, the basic theories we adhere to, the core values we advocate and the political propositions we pursue. The so-called interesting carrier is the carrier, it is the use of fashion, popular forms, innovative ways and methods, improve the ability of communication. [4]We should promote the integration and transformation of political discourse, academic discourse, mass discourse and network discourse.

Content construction is the key to enhance the effectiveness of network ideological and political education. Facing the growing spiritual needs of people in the new era, we should improve the openness and permeability of content construction. To improve openness means to make the information of mainstream ideology widely adaptable, to have different content designs for different objects, to simultaneously satisfy the preferences of different objects, to be close to the life and discourse of different objects, to show the diversified presentation of established content, and to show a strong tolerance. To improve the permeability means that the information of mainstream ideology should be good at spreading through different cultural carriers and infiltrate into the colorful mufti-culture, so that all cultures can organically load the information of mainstream ideology and realize the collaborative education function of mufti-culture.

Everything is the unity of content and form. Quality content needs a quality platform. With the deepening of social information, the importance of form is increasingly prominent in information supply. The content supply of network ideological and political education should be innovated in form and focus on improving the flexibility and interactivity of information expression. On the one hand, we should be good at mining the technological endowment of emerging media, enrich the presentation way, expression method and artistic expression of mainstream ideological information with the help of technological

power, stimulate the vitality of mainstream ideological information, make the information expression vivid and flexible enough, and then optimize people's perceptual experience. For example, develop an interest in learning on an online platform. Jilin province is actively exploring the new way of "Internet + theory education" to create "Marxist principles on fingertips". Marxist theory education is effectively integrated with new media to build a three-dimensional network classroom integrating word reading, picture reading and video reading, and become a fashion communication platform for "sharing and free communication anytime and anywhere". With the resources of the campus network of colleges and universities in the province, Xiangwei has established new media platforms such as the special website of "Qingma Project", the exclusive web page of "Qingma Project" on the campus network, the official web page and we-chat public account, and opened special columns such as "Focus on Hot Topics", "Qingma Story Meeting", "Qingma Micro Topic", "Qingma Style" and "Qingma Observation". We carried out online talent selection activities and made use of online micro-videos and "moments of friends" to share theoretical resources and promote interaction and communication, which achieved good results. We have innovated the way of guiding ideological and public opinion, changed "preaching" to "dialogue", invited celebrities to form a consultant and guidance team, and regularly carried out activities such as hot topics guidance and recommended reading of good books by using the network position, so as to unite the students of Qingma.

4. Conclusion

Therefore, under the background of network era, the network ideological education has become the trend of The Times, colleges and universities should be based on their actual situation, further study of network education practice of education objects and the education law, through the way of perfecting the network education, enrich the content of network education, enhance the network opinion leaders lead, promote campus culture activities and mutual fusion network education activities, So as to promote the overall development of students' ideological and moral quality.

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