Analysis of the Content of Ideological and Political Education for College Students from the Perspective of Online Communication

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Abstract: With the popularity of the Internet and mobile smart devices, online communication has become increasingly common among college students. However, online communication also brings some negative influences, such as information overload, false information, and cyberbullying. Therefore, ideological and political education for college students needs to strengthen the perspective of online communication, guiding them to use online communication tools correctly, avoid negative influences, and improve their online communication literacy and civility.

Keywords: perspective of online communication; college students; ideological and political education

1. Introduction

Online communication has become an indispensable part of contemporary college students' daily lives. In this era of global Internet, college students engage in extensive communication and interaction through various social platforms, forums, and blogs. However, online communication also brings a series of challenges and issues, one of which is how to conduct ideological and political education in the context of online communication. Ideological and political education is an important process to cultivate college students' correct worldviews, outlooks on life, and values. In the perspective of online communication, traditional educational approaches may not meet college students' needs for ideological and political education. Therefore, it is necessary to explore new content and methods, which will be the main focus of this paper.

2. Opportunities brought by the perspective of online communication for ideological and political education of college students

The internet provides abundant and diverse information, enabling students to gain comprehensive knowledge about various aspects of society, economy, culture, etc. This broadens their knowledge and perspectives, promoting intellectual development and advancement[1].Online communication platforms facilitate convenient and fast communication channels, allowing students to learn from and share information and insights with each other, strengthening their connections and communication, and promoting friendship and cooperation among students. In the perspective of online communication, students need to possess information literacy, such as the ability to judge the authenticity of information, distinguish its value, and protect personal privacy. These competencies contribute to enhancing students' information literacy and critical thinking abilities, promoting personal growth and career development.

In the perspective of online communication, intercultural communication becomes more accessible, allowing students to encounter diverse cultures, fostering cultural exchange and integration, and cultivating students' intercultural communication skills. Online communication is an important aspect of ideological and political education, as it can provide students with more direct, vivid, and practical ideological and political education through online platforms and methods, thereby enhancing students' ideological and political qualities and social responsibility[2].In online communication, college students can express their viewpoints and opinions in a relatively anonymous environment, free from geographical, identity, and social pressures. This anonymity and security encourage diverse and innovative thinking. Online communication provides extensive platforms for interaction, allowing college students to communicate and interact with peers from different schools, majors, and even

countries. This cross-boundary exchange promotes mutual understanding and friendly collaboration among students with different backgrounds and ideological tendencies, helping to cultivate a global perspective and cross-cultural communication skills.

3. The significance of strengthening ideological and political education for college students in the perspective of online communication

Online communication has become the primary socialization method for contemporary college students. The younger generation relies more on the internet for information acquisition and social relationships. Therefore, conducting ideological and political education in the perspective of online communication can better meet the needs of college students, aligning educational content with their daily lives. The perspective of online communication provides a wealth of information resources, allowing college students to access knowledge and perspectives from around the world. This provides a broad knowledge base for ideological and political education, enabling students to learn and reflect in the context of diverse thoughts, cultures, and values, enhancing their understanding and respect for different cultures and values. The perspective of online communication presents a large amount of information noise and false information[3].College students need to possess the ability to discern and criticize, in order to avoid being misled or falling into extremist thinking. Through ideological and political education in the perspective of online communication, college students' information literacy and critical thinking skills can be developed, enabling them to distinguish facts from rumors and think rationally.

Online communication breaks through traditional spatial limitations, allowing college students to communicate with people from different backgrounds, cultures, and viewpoints. This provides opportunities to cultivate an open and inclusive mindset, enabling students to respect and understand different perspectives, and enhancing their social integration abilities. Ideological and political education in the perspective of online communication can incorporate various forms of online interaction, such as discussions, debates, Q&A sessions, and knowledge sharing, stimulating students' enthusiasm and initiative. These interactive forms based on network technology can increase students' motivation for learning, making education more engaging and interesting, and better meeting the needs of college students, cultivating their comprehensive qualities and abilities to adapt to future society[4].

4. Current situation and issues of ideological education among college students in online communication

4.1 Enhanced individual awareness but accompanied by self-identity crisis

College students face ideological confusion and issues in online communication. On one hand, online communication strengthens their individual awareness, making them more concerned about their own rights, expressing personal opinions, and pursuing personal achievements. With fragmented and diverse information, they are also exposed to various ideological viewpoints and cultural backgrounds. However, college students may also face self-identity crises in online communication. The vast amount of information online may lead to information overload, making it difficult for students to filter valuable content. This can cause them to get lost in the sea of information, unable to determine their true interests and pursuits. Although online communication provides extensive social platforms for college students to expand their social circles, introverted or socially anxious individuals may feel pressure and confusion when faced with unfamiliar people and broad social networks. They may be puzzled about their social skills and role positioning. In online communication, college students may create virtual identities different from their real-life selves, which can lead to confusion about their true needs and identity. While pursuing virtual identities, they may lose their sense of self-identity and understanding.

4.2 Dependency and fondness for online communication with a tendency towards internet addiction

Online communication is convenient, fast, and diverse, leading some college students to become dependent on it, which may result in a decline in offline social skills. Online communication allows college students to expand their social circles, access information, and enhance their social experiences, receiving praise and recognition. Consequently, college students develop a fondness for online communication, but this can also lead to the neglect of real-life interpersonal relationships. Some

college students may exhibit a tendency towards internet addiction, becoming engrossed in games, social media platforms, etc., which can severely affect their academic performance, as well as their physical and mental health. In online communication, college students may present virtual selves that differ from their real-life personas, leading to unnecessary misunderstandings and confusion for themselves and others[5].

4.3 College students' online communication rooted in offline communication, but exhibiting closedness

College students' online communication often stems from their social needs in real life, but the convenience and breadth of online communication may lead them to rely more on online interaction, neglecting interpersonal communication in the physical world. Although college students can expand their social circles through online communication, the algorithms and personal interest selections of online platforms may create closed social circles, resulting in limited information and perspectives. In online communication, college students may tend to display only their positive aspects while hiding true emotions and perplexities. Such surface-level interactions may lead to shallow interpersonal relationships lacking depth. Online communication involves a vast amount of false information and public opinion pressure, which can cause college students to experience confusion and psychological stress, making it difficult for them to discern the truth and maintain their self-identity.

4.4 College students demonstrate good online moral behavior, but there is room for improvement

College students generally possess good online moral behavior, but there are areas that require improvement. Although college students are more concerned about personal privacy protection in online communication, some may still have a weak awareness of privacy leakage and personal information security, necessitating enhanced education and guidance. Some college students may exhibit negative behaviors in online communication, such as using offensive language or maliciously exposing others' privacy. It is important to strengthen their awareness of online ethics and foster healthy online communication habits. While college students have a certain awareness of online bullying and cyber violence, there is still a degree of tolerance in their actions, requiring further preventive measures and serious attention. In online dissemination, college students need to approach information and rumors more rationally, enhance their discernment abilities, and refrain from blindly forwarding and spreading false information. Some college students may neglect copyright awareness online and infringe on the intellectual property rights of others. It is necessary to strengthen intellectual property education and enhance respect and protection of copyright.

5. Exploring the ideological and political education path to improve college students' network communication literacy

5.1 Educational Guidance: Cultivating College Students' Correct Awareness and Skills in Online Communication

Teachers should provide educational guidance to college students, raising their awareness of online ethics and helping them understand the basic rules and moral boundaries of online communication. Emphasis should be placed on aspects such as respecting others, protecting personal privacy, and complying with laws and regulations. College students should be guided to develop good online behavior habits. It is important to educate students about information values, enabling them to discern the authenticity and authority of information. Students should be encouraged to verify information sources and assess the credibility of information, in order to avoid misinformation and rumors. College students should be guided to develop critical thinking skills, enabling them to objectively analyze and evaluate viewpoints and information on the internet. They should learn to differentiate facts from opinions, assess logical reasoning, and improve their thinking and judgment abilities.

Teachers should guide college students to establish healthy online social patterns, including active participation in meaningful discussions, respecting others' opinions and diversity, and safeguarding personal privacy. They should encourage students to develop authentic online relationships, cultivate good online social skills, and promote friendly, rational, and supportive online communication. College students should be educated about online security, understanding the risks of online fraud and information leakage, and learning preventive measures. Relevant knowledge and skills should be provided to guide students in protecting personal information, avoiding online scams, and being aware

of online security risks. Students should be engaged in discussions and exchange activities through formats such as group discussions, debates, and Q&A sessions, allowing them to reflect on and discuss issues related to online communication. This helps broaden their horizons, stimulate intellectual exchanges, and provide valuable experiences and insights. Online resources and guidance should be provided to students, including guidelines for online communication, ethical standards, and case studies. These resources can help students better understand and deal with issues related to online communication, guiding them to exercise their online citizenship rights and responsibilities correctly.

5.2 Innovative Methods: Utilizing Network Thinking and New Technologies to Improve Ideological and Political Education for College Students

With the rapid development of the Internet, ideological and political education for college students should keep pace with the times, utilizing network thinking and new technologies to improve their online communication literacy. Online courses can be designed to be flexible, catering to students' time and interests, making ideological and political education more attractive and targeted. Interactive features of online platforms can be leveraged to introduce real-time interactions and online discussions, increasing students' engagement and thinking abilities. Teachers can utilize online platforms to promote knowledge about online ethics and security, conducting online campaigns and educational activities to raise students' awareness and attention to online ethics. Lectures and competitions on online ethics themes can be organized, encouraging students to actively participate in building a positive online community and establishing correct online values.

Moreover, innovative approaches can be implemented through the use of new technologies. For example, intelligent assistants can be developed using artificial intelligence technology to provide personalized ideological and political education services to college students. Based on students' interests and learning habits, intelligent assistants can recommend relevant ideological and political education content, answer questions, and achieve the goal of precise education. Virtual reality technology can be employed to create simulated environments, allowing students to experience various social scenarios and develop their online communication abilities. For instance, virtual reality simulations can be used to practice online public speaking, helping students improve their communication skills and confidence in a virtual environment. College students' abilities to access, evaluate, and utilize information should be cultivated, enabling them to distinguish between true and false information and maintain a rational attitude towards online information. Information literacy training courses can be organized, teaching students methods of information search, techniques for identifying rumors, and helping them make wise choices in online communication.

Teachers can utilize network technology and online education platforms to offer ideological and political courses tailored to college students. Through online videos, live lectures, and interactive discussions, students can access flexible learning formats and comprehensive teaching resources, breaking through time and space limitations and allowing them to participate in learning at any time and place. Virtual reality (VR) and augmented reality (AR) technologies can be combined to create virtual learning environments, providing students with immersive learning experiences. Through virtual laboratories, role-playing, and scenario simulations, students' interests and proactivity can be stimulated, and their problem-solving and thinking abilities can be cultivated. Online mentoring teams can be established to provide personalized guidance and support in ideological and political education. Regular online discussion activities can be organized, encouraging students to engage in thinking and exchange on social hot topics, enhancing their communication and debate skills. Additionally, by leveraging social media platforms, student participation can be encouraged, fostering an interactive atmosphere.

5.3 Environmental Optimization: Creating a Positive Online Communication Environment

In terms of environmental optimization, schools and relevant institutions should establish sound management mechanisms for online communication, strengthening the supervision and management of online behaviors. Clear rules and regulations should be formulated, and dedicated departments or positions should be established to manage and guide online communication, promptly address violations, and maintain a healthy online communication order. By intensifying moral education, students should be familiarized with the moral requirements and standards of online communication, promoting correct values and behaviors. Schools can organize moral lectures, themed salons, and other activities to guide students in enhancing their moral awareness and cultivating correct values. Diverse online social activities, such as online forums, clubs, and interest groups, should be organized to

provide college students with extensive channels for communication. Such activities promote diverse exchanges among college students, increase mutual understanding, and reduce the prevalence of extremist speeches and prejudices.

To purify the online environment, schools need to provide good network technical support and security. Network stability and security should be ensured, promptly resolving network malfunctions and minimizing the risks of harassment and infringement in online communication. Monitoring and evaluation mechanisms for online communication should be established, encouraging mutual supervision and self-restraint among college students. Evaluation indicators for online communication behavior can be defined and incorporated into comprehensive evaluation systems, motivating students to develop positive, rational, and healthy attitudes towards online communication. Teachers should actively participate in online communication, guiding and instructing students in their online communication behaviors. Through online interactive platforms, personal guidance, or group discussions, teachers can communicate with students, share experiences, help them understand correct online communication methods, and provide necessary guidance and support. An anonymous reporting and feedback mechanism should be established for students to report and address negative behaviors in online communication, such as cyberbullying and personal attacks. By promptly addressing and resolving issues, a zero-tolerance attitude towards misconduct can be demonstrated, maintaining a healthy online communication environment.

5.4 Practical Cultivation: Self-Education for College Students through Online Communication Practices

To enhance college students' online communication literacy, practical cultivation should be emphasized in ideological and political education. College students can gradually improve their online communication skills and develop good online behavior habits through practical experiences in online communication. Teachers can guide students to actively participate in online social activities by creating platforms for social activities and online exchanges, such as online forums and social media groups. Through online social activities, college students can learn to communicate with others in a civilized and friendly manner, develop a sense of cooperation and teamwork, and cultivate online communication skills. Teachers should organize various online social practice projects. For example, online collaborative projects can be conducted to allow students to work together with peers through the internet to accomplish specific tasks. Through such practices, students learn the importance of cooperation, communication, and collaboration in online environments. Training sessions can be offered on topics such as online social skills, conflict resolution, and online interpersonal relationship management to address the issues and challenges that students may encounter in online communication. Through systematic training and practical exercises, students can master the skills required for online communication, enhance their confidence and ability to engage in online communication.

Moreover, teachers should provide guidance and supervision for college students' online communication practices. A mentorship system for online communication practices can be established, where experienced mentors guide students in their online communication practices, providing timely feedback and advice. Additionally, monitoring of students' online communication behavior should be strengthened, with timely correction of negative online communication behaviors, fostering students' awareness of maintaining a healthy online social order. Students should be encouraged to engage in self-reflection and evaluation, constantly monitoring the impact of their behavior and speech on others in online communication. Assignments or online communication journals can be implemented, requiring students to record and evaluate their own online communication, allowing them to identify problems and make improvements. Such practical education not only helps students acquire practical online communication skills but also cultivates their self-awareness and sense of responsibility, enabling them to develop healthily and actively in online social interactions, becoming positive participants and contributors in online communities.

Conclusion: Enhancing college students' online communication literacy through ideological and political education is crucial in today's digital age. By providing educational guidance, utilizing innovative methods, optimizing the educational environment, and promoting practical cultivation, colleges and universities can help students develop the necessary skills and ethical awareness for healthy and effective online communication. The proposed strategies aim to empower college students to navigate the online world with integrity, empathy, and critical thinking, ensuring positive and constructive online interactions.

6. Summary

The exploration of ideological and political education for college students in the context of online communication is an ongoing process that requires adaptation to the changing times and continuous innovation. It is important to keep up with the pace of internet development, pay attention to the online communication needs of college students, and strengthen practical exploration in ideological and political education to enhance their online communication literacy. This will help cultivate healthy and active participation in online social interactions among college students and contribute to the construction of a harmonious online social environment.

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