

Exploring the Reconstruction of Ideological and Political Education Mode in Colleges and Universities Based on the View of Network Community

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Abstract: Network community is a community formed by a large number of network users with common topics, and it is also one of the most active places for college students in the network world. In the network community, it can carry out ideological and political education in colleges and universities, and move ideological and political education to the network. While entering the network community with high university student activity, so as to imperceptibly subtly influence on the students in the corresponding network community. Based on this, in order to effectively solve the deficiencies and problems in the ideological and political education in colleges and universities, this paper puts forward the new ideological and political education mode of colleges and universities and the specific education measures, the association of network community and the ideological and political education in colleges and universities and specific ideological and political education is discussed, hope to provide corresponding reference for the ideological and political education workers in colleges and universities.

Keywords: Network community; University; Ideology and politics; Education model

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Foreword Various network communities are based on the development, promotion and wide application of network social media software, and all kinds of network social media software have become the main daily active positions for college students. Therefore, when college students invest a lot of time in the online world, such as online social media software and other forums for exchanging experience and ideas, the offline ideological and political education work can not fully trigger students' independent thinking, and the effectiveness of ideological and political education work is relatively limited. Based on this, the ideological and political teachers in colleges and universities is very necessary for the study of network community and the formation principle, vigorously promote the traditional ideological and political education mode innovation transformation and development in colleges and universities, to adapt to the college students' mobile electronic equipment use habit to organize to carry out information and network ideological and political education activities in colleges and universities. To effectively improve the quality and efficiency level of ideological and political education in colleges and universities.

1. The connection between network community and ideological and political education in colleges and universities

On the basis of the rapid development of network social media software, network community is a network cluster emerging due to the revolutionary changes in people's communication mode. It is an online gathering^[1] of various people with certain connections with the same interest or participating in the topic discussion of the same topic. Therefore, the network community usually gathers more people, and college students are the main force of the major network community. Therefore, the network community can provide an online student gathering place for colleges and universities to carry out ideological and political education work, and centrally

organize and carry out relevant ideological and political education activities, or centrally spread and share relevant ideological and political elements. In addition, the network community can also greatly broaden the breadth of ideological and political education in colleges and universities, greatly improve the efficiency of online ideological and political education work, and establish the online and offline ideological and political education mode in colleges and universities.

2. Problems existing in the ideological and political education mode in colleges and universities

Ideological and political education form of single and rigid in colleges and universities and the problem has become a commonplace, but even if most colleges and universities have realized the current ideological and political education form is too single and low flexibility, cannot timely adjust according to the actual situation, but there are still most colleges and universities failed to promote the innovation of ideological and political education form. In this case, although most colleges and universities regularly organize and carry out ideological and political education work, they have not achieved good results. Even in order to obtain the corresponding ideological and political education goals, they need to pay more than one times the effort to achieve the goal of^[2]. The single form and rigid ideological and political education in colleges and universities will lead to the waste of various ideological and political education resources in colleges and universities, which are not reasonably classified, and eventually usually lead to the use of ideological and political education resources but do not obtain the relevant output.

3. Measures to reconstruct the Ideological and Political Education Mode in Colleges and

The core and foundation of the network community lies in the Internet. The support of the Internet has changed people's communication habits and ways, and online communication has also become the most important way of daily communication for people. Using the network community organization to carry out the ideological and political education activities in colleges and universities, it is necessary to improve the online network ideological and political education resources and education system as soon as possible, change the traditional ideological and political education concepts and habits in colleges and universities, and carry out the ideological and political education work with brand-new ideas and guidance.

Epilogue

To sum up, college students are generally widely active in various network community, and network community is actually a broad concept and scope, is not refers to a specific online cluster, WeChat and QQ such network social software group is network community, zhihu and douban discussion group is also network community. Thus, colleges and universities in the use of network community to establish a new ideological and political education mode can choose and form a specific network community is a variety of ideological and political teachers should be based on students, extensive research and analysis of the most active network community, through the mainstream cultural guidance, ideological and political topics to effectively achieve the goal of ideological and political education work in colleges and universities. In addition, the network community is actually more free, all kinds of ideological and cultural influx may cause ideological impact on students, serious will make its bad ideas, so based on the network community perspective of college ideological and political education work is very necessary, to create a new ideological and political education network position, effectively improve the overall level of ideological education in colleges and universities.

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