An Research on the Innovation of Ideological and Cultural Education Mechanism and Its Path for College Students in the Internet Era

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Abstract: The rapid development and popularization of the Internet era has had a tremendous influence on the ideological and cultural education of college students. Therefore, guided by the discovery of this problem, taking the innovation of college students' ideological and cultural education mechanism as the starting point, through the analysis of the characteristics of the Internet era and the meaning of the ideological and cultural education mechanism, we sorted out the challenges and opportunities faced by college students' ideological and cultural education, and pointed out the necessity and importance of innovating the ideological and cultural education mechanism of college students in the Internet era. On this basis, this paper further analyzes the specific ideas and methods of college students' ideological and cultural education mechanism innovation, and clarifies how to correctly deal with the challenges and opportunities brought by the Internet era to college students' ideological and cultural education.

Keywords: Internet era, College students, Ideological and cultural education, Mechanism innovation, Promotion path

1. Introduction

With the rapid development and comprehensive popularization of the Internet, there have been many situations in the field of ideological and cultural education of college students that have never been seen before, and many new problems have emerged. How to complete the ideological and cultural education of college students in the context of the Internet age has become an urgent problem for many college students' ideological and cultural educators. As a "double-edged sword", the Internet has brought challenges to the ideological and cultural education of college students on the one hand, and opportunities on the other hand. How to maintain the effectiveness of college students' ideological and cultural education in the Internet era and continue to play the role of lifeline is particularly important. In this information age with the rapid progress and development of information networks, it is undoubtedly necessary to follow the trend of development of the times, constantly innovate the forms of ideological and cultural education for college students, and give full play to the role of information networks in the process of ideological and cultural education of college students.[1]

2. Challenges and opportunities for the innovation of college students' ideological and cultural education mechanisms in the internet age

2.1 Challenges to the innovation of college students' ideological and cultural education mechanisms in the Internet era

"There are two sides to everything in the world, and the same is true of online culture".[2] At the same time, the rapid development and popularization and application of the network have had a lot of impact on the ideological and cultural education mechanism of college students, and also brought great challenges to the ideological and cultural education of college students today. Nowadays, people are more and more enthusiastic about using the Internet to obtain information, disseminate information, and understand new things, and the Internet also subtly positive or negative on people's thinking and three views of the negative impact, in this situation, it is urgent to innovate the ideological and cultural education mechanism of college students.

On the one hand, it brings challenges to the social morality and values of college students. The virtuality of the network greatly weakens the individual's sense of social morality and responsibility, making it less binding on the individual. In the virtual network environment, because there is no systematic and clear law to regulate, and moral norms are non-compulsory, whether to comply with moral norms depends entirely on the individual's internal sense of responsibility, and social management in the general sense is difficult to

play its role in it, so if there is no effective thought timely guidance, it will lead to public opinion out of control. For example, all kinds of rumors that harm the country are spreading, and superstitious cults also transmit a large number of harmful information to society through the Internet. College students are in the period of cultivation and formation of the three views, and if they are not guided by the correct thinking, they will easily fall into the trap of individualism, money worship and egoism, causing different degrees of damage to individual moral norms, and even ignoring the existence of law and morality, resulting in moral aberrations and even criminal acts.

On the other hand, it brings challenges to the traditional ideological and cultural education model. Because of the long-term influence of Confucianism for thousands of years, educators have always been in the main position in the process of teaching activities, and educators are not only the main owners of scientific knowledge, but also the organizers of teaching activities. Because the educators themselves have professional knowledge and richer social practice experience than all the educated, they have sufficient teaching prestige in the teaching process, it is easy to quickly obtain prestige, and it is easy to be highly trusted and fully respected by all the educated, so it is convenient for the smooth development of the ideological and cultural education of college students. However, with the rapid development of the network, because the network has the characteristics of equality and sharing, everyone can obtain the information they need on the network. The traditional teaching mode is to let educators be in the main position and play a leading role in the teaching process, and "some colleges and universities ideological and political education management departments and educator workers are still relatively conservative in their educational concepts and methods",[3] which is no longer suitable for social development, because "both educators and educates can quickly find the information and resources they need in a short period of time" [4], students inevitably have confused thoughts and skepticism about school education. Moreover, from the perspective of the individual's own conditions, everyone's mastery of the network is different, the educated are in the stage of curiosity about the world, and the educator consumes time and energy due to the burden pressure of work, life and other aspects, so that the ability of the educated to learn and accept new knowledge is stronger than that of the educator to a certain extent, and the authority and dominance of the educator in the teaching process are challenged.

2.2 The development of the Internet era has brought opportunities for college students' ideological and cultural education

On the one hand, it enriches the content of ideological and cultural education of college students and expands information resources. The relationship between college students' ideological and cultural education and information is like the relationship between fish and water, and college students' ideological and cultural education needs to constantly grasp the latest and correct information. First, in the past college students' ideological and cultural education activities, educators' information generally comes from books, newspapers, mobile phones, television, etc., so the information resources obtained are very scarce, which to a certain extent leads to educators' understanding of knowledge is not comprehensive and deep, and because of time and space restrictions, educators and educated people understand new information and resources lag behind, "difficult to meet the learning needs of modern college students".[5]The rapid development and popularization of the Internet has changed the situation faced by the ideological and cultural education of traditional college students, everyone sitting at home and clicking the mouse twice, without going out can understand all the things that are happening in the world, greatly improving the access of educators and educated people to information. Second, knowledge and knowledge are connected, and the same is true between college students' ideological and cultural education and other knowledge, and its connection is also close, and any knowledge conducive to the development of college students' ideological and cultural education should be absorbed and integrated and put into the practice of college students' ideological and cultural education. The characteristics of the network provide convenience for the integration and application of the basic knowledge of college students' ideological and cultural education with other knowledge, which can greatly enrich the content of college students' ideological and cultural education, and thus enable the educated to have a more comprehensive and clear understanding of ideological and cultural education. Third, a large part of the knowledge content taught by college students' ideological and cultural education is closely related to ideology, and if it is only about some theoretical knowledge, it will be easy for many educated people to feel bored, and gradually develop a psychological mood of resistance to college students' ideological and cultural education. Now that there is the Internet, the abstract and boring ideological and cultural education content of college students can gradually become vivid and rich in the form of pictures and texts and sound and images, so as to stimulate the enthusiasm of the educated and deeply understand the content of studying the ideological and cultural education of college students.

On the other hand, it has opened up new ways for college students' ideological and cultural education. "The information network

provides a brand-new platform for ideological and political education in colleges and universities, and the forms of education are more vivid, flexible and diverse".[6] Before there was a network, college students' ideological and cultural education was mainly carried out through classroom classes, and a teacher explained and enlightened multiple educated, so that although it was convenient for most people to carry out ideological and cultural education and complete teaching goals, but for each educated, the degree of obtaining ideological and cultural education was not the same, for example, some educated people may be uncomfortable with this face-to-face communication because of their introverted personality. So that there is no way to accurately express the truest thoughts in their hearts, thus affecting the progress of ideological and cultural education, and ideological and cultural education will also be affected by time and place, so that it is impossible to solve the relevant problems encountered by the educated in time. But with the development of the network, can break the limitations of time and space, can use one-to-one, one-to-many, can also be many-to-one, many-to-many ways anytime and anywhere to use the network for college students' ideological and cultural education and learning, it is precisely because of the virtuality of the network, to a large extent alleviate the discomfort of face-to-face communication, so that it is more willing to confide in their hearts, express emotions, especially during the epidemic, it is the existence of the network that provides ways and ways for online teaching of all grades across the country. Needless to say, online teaching will become more common in the future.

In short, the development of the information network has brought undeniable new historical development opportunities to the ideological and cultural education of college students, and we must firmly grasp this historical opportunity and give full play to the positive role brought by the information network. At the same time, the network has also brought very severe challenges, and it is necessary to face up to difficulties, actively meet challenges, avoid the negative impact of unfavorable factors, and innovate the ideological and cultural education mechanism of college students to ensure the effectiveness of college students' ideological and cultural education.[7]

3.The internal relationship of the innovation of college students' ideological and cultural education mechanism in the Internet era.

3.1 The relationship between "lifeline" and "centrism"

Teaching and educating people occupies a central position in all the work of schools, and ideological and cultural education belongs to a lifeline in teaching and educating people, and this lifeline is gradually stretched around this center, playing a role in guaranteeing and serving it. However, this does not mean that the work of ideological and cultural education of college students is not important, let alone change the status of ideological education work because of the advent of the Internet age, because if there is no guarantee of ideological education work, then it will be difficult for the central work of teaching and educating people to continue in the correct political direction, and it is conceivable that its central task will be difficult to complete, and if the ideological education work leaves the central work of teaching and educating people, it will also lose its practical significance. It is necessary to understand and properly handle the relationship between the lifeline and the center, and only in this way can we properly implement the new operational mechanism of the ideological and cultural education of college students.

3.2 The relationship between "being able to let go" and "being able to keep it."

On the one hand, "being able to let go" means enriching oneself with the latest scientific knowledge, daring to liberate oneself from some outdated concepts, and constantly innovating the working mechanism of ideological and cultural education for college students. On the other hand, "being able to keep it" means that we must establish an unswerving ideology, and while understanding the outside world, we must resist the infiltration and poisoning of Western countries' ideologies and harmful ideas; only by grasping the relationship between "being able to let go" and "being able to keep it" can we better promote the innovation of ideological work.

3.3 The relationship between "monism" and "pluralism"

When innovating mechanisms, we should grasp the basic relationship between unity and pluralism, no matter what changes have taken place in the external environment, we must always adhere to the theoretical guiding body status of Marxist thought, which is undoubted, and at the same time, we should also allow the plurality of ideas, so that everyone can express their inner thoughts without reservation and most truthfully. To correctly grasp and handle the relationship between unity and pluralism, the most important thing is to foresee in advance and grasp the principle of moderation, so as to promote the innovation of ideological education mechanism.

4. The promotion path of innovation of ideological and cultural education mechanisms for college students in the Internet era

4.1 Innovation in management mechanisms

"It is necessary to deeply study the special laws governing ideological and political education work in the new situation and earnestly change the traditional concepts and work methods of ideological and political education"[8].In the actual work of ideological education, only by improving management awareness, strengthening management level, and implementing management responsibilities in place can we achieve good work results. The rapid development of the information network has made all aspects of college students' ideological and cultural education more or less changed, the old management mechanism can no longer adapt to the current network era, it can not effectively solve all kinds of problems encountered in work, the management of ideological education work urgently needs innovation, at present, it is particularly necessary to grasp the following three aspects: First, strengthen the coordination of various departments and improve the organization and management system of ideological education work. Let the management of online ideological education gradually form a joint force, produce a response ability to cope with the challenges brought by the information network, and ensure that the ideological education work can continue to operate under the background of the information network as always; Second, establish a set of responsibility management mechanisms that belong to the background of information networks. It is necessary to achieve the effect of assigning responsibility to people through system regulations, and strengthen the management of ideological education work; Third, we should constantly revise and improve the organization and management of leading cadres, strengthen the conditioned awareness of leading cadres to take the initiative to learn information knowledge, and enhance the leadership ability of college students' ideological and cultural education work from enhancing network awareness.

4.2 Innovation of incentive mechanisms

In today's era of rapid development of information networks, we can use everyone's demand for information networks to stimulate their enthusiasm for building society. At present, we should focus on completing the work in three aspects: first, establish a corresponding online information disclosure management system, because this can greatly strengthen the ability of network political construction, and make people's enthusiasm for ideological education work more high; Second, use the technology of information network to connect the communication and interaction between online and offline, so as to achieve the effect of solving the actual demands of the educated and safeguarding their fundamental interests; Third, enrich the network culture, create a corresponding harmonious and elegant network environment, and build the network into an important frontier for disseminating advanced culture.

4.3 Innovation in early warning mechanisms

Strengthening the early warning mechanism and grasping people's ideological dynamics in a timely manner are conducive to making correct work decisions, doing a good job in education and guidance, and preventing problems before they occur. In the network era, we can rely on the advantages of the network to establish a comprehensive and rapid early warning mechanism to realize the intelligence of the early warning mechanism, and the steps are as follows, build an information research network, comprehensively collect information, rationally analyze information, timely feedback information to make timely predictions and make decisions, so that college students' ideological and cultural education work is more forward-looking than before.

4.4 Innovation in monitoring mechanisms

The rapid development of the Internet, while playing a certain positive role in promoting, but also for some spread of rumors, harmful information network dissemination behavior to provide information platform and technology, if allowed to develop rapidly, will definitely directly cause a lot of social turmoil, so it is necessary to accelerate the establishment of online rumor information security monitoring long-term mechanism, create a good network environment, effectively remove toxic and harmful information, set up a special agency to send special personnel to monitor domestic and foreign network imports and exports, To carry out necessary punishments for all kinds of violators and violations, especially in politically sensitive periods, it is more necessary to strengthen the monitoring of the network, prevent problems before they occur, prepare in advance, and formulate emergency handling plans, so as to form a complete set of network information monitoring mechanisms.

4.5 Innovation in safeguard mechanisms

Against the background of this information network era, in order to effectively carry out ideological education, it is necessary to establish a set of feasible guarantee systems, including the following main components: First, the guarantee of the contingent. "Have a

team of ideological and cultural education for college students that can effectively withstand the various challenges brought by the times";[9] Second, the rule of law is guaranteed. With the rapid development of the network, in view of the new situations and challenges that arise on the network, it is necessary to have an adaptive legal response to deal with it, so that the network can move towards the track of standardization and institutionalization. Third, funding guarantees. In the Internet era, the development of various high technologies also means that high investment is required to cope with network challenges, and the ideological and cultural education of college students under the background of the network must have sufficient funds as support and guarantee.

Exploring the innovation of research methods for college students' ideological and political education does not mean completely negating traditional research methods, nor does it mean that online research is a direct replacement for traditional research methods.[10] It is more inclined to a real inheritance and development. One of the biggest characteristics of college students' ideological and cultural education in the Internet era is interactivity, and the innovation of the above five mechanisms is an exploration of the innovation of the ideological and cultural education mechanism of college students in the Internet era, in order to ensure the effectiveness of college students' ideological and cultural education in the Internet era.

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