

Research on Enhancing Efficiency of ideological and political Education in Colleges and Universities from the perspective of Network Culture Education

Shaowu Zhang

Fujian Vocational and Technical College of Forestry, Nanping 353000, China

Abstract: With the prevalence of network culture, ideological and political education in colleges and universities is facing new challenges and opportunities. Network culture, as a new cultural form, not only provides a new means and platform for ideological and political education in colleges and universities, but also brings profound impact to the ideological concepts and values of college students. Therefore, from the perspective of network culture education, this paper discusses the efficient path of ideological and political education in colleges and universities, in order to improve the pertinence and effectiveness of ideological and political education.

Key words: network culture education; Colleges and universities; Ideological and political education; Efficiency enhancing path

Network culture is a kind of cultural form with the Internet as the main media. It has the characteristics of freedom, equality, interactivity and pluralism. Under the influence of network culture, college students' values, ideas, behavior patterns and other aspects have undergone profound changes. Ideological and political education in colleges and universities needs to adapt to the development of network culture, innovate educational modes and methods, improve the pertinence and effectiveness of ideological and political education, and create better conditions for students' growth.

I. The necessity of network culture education

With the popularization and development of network culture, ideological and political education in colleges and universities is facing new challenges and opportunities. In this context, it is particularly important to explore the path of ideological and political education in colleges and universities from the perspective of network culture education. First of all, network culture education is an important measure for college ideological and political education to adapt to network culture development. At present, network culture has become an important part of the life of contemporary college students, it has a profound impact on college students' ideas, values, behavior and other aspects. Therefore, ideological and political education in colleges and universities needs to adapt to the development of network culture, innovate educational modes and methods, and improve the pertinence and effectiveness of ideological and political education. Secondly, network culture education is the need of cultivating high-quality talents. Ideological and political education in colleges and universities is one of the important ways to cultivate high-quality talents. Faced with the influence of network culture, ideological and political education in colleges and universities needs to constantly innovate educational modes and methods, improve the pertinence and effectiveness of ideological and political education, so as to cultivate high-quality talents. Finally, network culture education is the need to maintain the stability of the campus. The stability of university campus is an important guarantee for the development of universities. Under the influence of network culture, some bad information will have a negative impact on college students' ideas, values, behaviors and other aspects, which is not conducive to the stability of campus. Therefore, ideological and political education in colleges and universities needs to adapt to the development of network culture in order to strengthen the guidance of students' thoughts and maintain the stability of campus.

II. The realization of the educational function of network culture

With the popularization and rapid development of the Internet, network culture, as a new cultural form, has gradually become an indispensable part of people's lives. The education function of network culture has gradually been widely concerned and recognized. In the ideological and political education in colleges and universities, we should realize the educational function of network culture through various ways. First of all, colleges and universities should actively cultivate students' network literacy. In the Internet era, students need to have basic network literacy and information security awareness. Colleges and universities can help students enhance their network literacy and awareness of information security by offering relevant courses and conducting special lectures, so as to better adapt to the development of the Internet era. Secondly, colleges and universities need to give play to the educational role of Internet culture. For example, knowledge, skills and values are imparting to students through online platforms, online courses and live broadcasts, and guiding them to establish a correct world outlook, outlook on life and values. And to promote mutual understanding and integration between different cultures through the dissemination and exchange of online culture. Thirdly, colleges and universities need to play the entertainment role of network culture. Through online games, online music, online movies and TV shows, they can meet students' entertainment needs and convey positive values and ideas through these forms. Finally, colleges and universities need to give play to the social role of online culture. Through online social platforms, forums and other forms, students can freely express their views and opinions, and at the same time establish social relationships and expand social circles through these platforms.

III. Enhancing the efficiency of ideological and political education in colleges and universities from the perspective of network culture education

1. Strengthen the integration of network culture and ideological and political courses

In the network era, network culture has deeply penetrated into life and education, especially in the ideological and political courses of colleges and universities, and the integration of network culture has become a trend. In order to improve the effect of ideological and political education, it is necessary to strengthen the integration of network culture and ideological and political courses. First of all, network culture provides rich educational resources for ideological and political courses. The Internet is an open platform where various cultures, thoughts and viewpoints converge. By mining the positive resources in network culture, the content of ideological and political courses can be enriched, and their interest and attraction can be enhanced. Teachers can use positive events on the Internet as examples of ideological and political courses to guide students to think deeply about moral and ethical issues. Secondly, Internet culture provides a new way of education for ideological and political courses. Traditional ideological and political courses often adopt the way of teaching, in which students passively receive knowledge. On the other hand, through the network platform, teachers can use online discussion, interactive Q&A and other ways to teach, introduce popular events or opinions on the network, so that students can participate in the course teaching more actively; They can organize students to conduct public opinion surveys, volunteer services and other activities, so that students can experience and learn in practice. Finally, the integration of network culture and ideological and political courses is conducive to the cultivation of students' comprehensive quality. On the one hand, network culture includes various cultural elements and ideas, and integrating them with ideological and political education in colleges and universities will help broaden students' horizons and enrich their way of thinking. On the other hand, by guiding students to correctly distinguish right from wrong and establish correct values and outlook on life on the Internet, it can also cultivate students' moral judgment and critical spirit. It can be seen that strengthening the integration of network culture and ideological and political courses is an important way to increase the efficiency of ideological and political education in colleges and universities. By exploring the educational resources of network culture, innovating educational methods and cultivating students' comprehensive quality, the effect and quality of ideological and political courses can be further improved, and the talents with social responsibility and critical thinking can be made contributions.

2. Strengthen cyber security awareness education

Network security awareness education is of great significance for ideological and political education in colleges and universities. First of all, network security awareness education is helpful to improve the comprehensive quality of college students. Through education, college students can understand the basic knowledge of network security, prevent network risks, and avoid various problems caused by lack of network security awareness. Secondly, network security awareness education helps to maintain national security and social stability. College students are the future pillars of the country, and their behavior and thoughts have a direct impact on the development of the country. Strengthening cyber security awareness education can enhance college students' national security awareness and social responsibility. In the process of ideological and political education in colleges and universities from the perspective of network culture education, various measures should be taken to strengthen network security awareness education. First of all, teachers need to integrate network security elements to enrich the content of ideological and political education. In the implementation process of ideological and political education in colleges and universities, network security elements should be integrated into the course content, and students should be guided to have an in-depth understanding of network security issues and hazards through case analysis and group discussion. At the same time, teachers can also invite cyber security experts to give lectures so that students can have a comprehensive understanding of cyber security knowledge and skills. Secondly, teachers should innovate teaching methods to enhance the effectiveness of cybersecurity awareness education. For example, novel modes such as scenario simulation and role playing should be introduced into ideological and political education so that students can have an in-depth understanding of cyber security issues in interactive teaching. Activities such as cyber security knowledge competitions are held on online platforms to stimulate students' interest in learning cyber security knowledge. Finally, teachers should pay attention to the main role of students. Students are the main body of ideological and political education in colleges and universities, and teachers should give full play to their role. For example, by organizing students to participate in network security knowledge competitions, shooting micro films and other forms, guiding students to take the initiative to participate in network security awareness education activities to improve their enthusiasm and initiative.

3. Strengthen online public opinion guidance

At present, the Internet has become the main channel for college students to obtain information and exchange ideas, and online public opinion has a profound impact on college students' ideas, value orientation and behavior patterns. Therefore, in the ideological and political education of colleges and universities, we must attach importance to the guidance of network public opinion and enhance its pertinence and effectiveness. First of all, colleges and universities should establish professional online public opinion monitoring and analysis teams to grasp the dynamics of online public opinion on campus in a timely manner, strengthen the research, judgment and analysis of online public opinion, understand students' ideological status and concerns, and provide data support for the follow-up guidance of public opinion. Secondly, colleges and universities should establish an effective online public opinion guidance mechanism. On the one hand, colleges and universities can timely release authoritative information through campus official websites, wechat public accounts, micro-blogs and other channels to guide students to correctly understand the development process and the truth of the incident. On the other hand, colleges and

universities can organize experts, scholars, counselors, class teachers and other forces to carry out targeted interpretation and guidance, so as to help students look at the incident rationally and avoid emotional reactions. Thirdly, colleges and universities should grasp the characteristics and rules of online public opinion. Network public opinion has the characteristics of fast dissemination, wide coverage and strong interaction, but it also has some problems such as difficult to distinguish the authenticity of information and easy to cause group polarization. Therefore, when guiding online public opinion, we should be good at grasping its characteristics and laws, make full use of the advantages of network technology, and improve the timeliness and pertinence of education. Finally, colleges and universities should guide online public opinion through various forms. For example, network security education courses should be set up to guide students to use the Internet correctly and avoid bad behaviors such as online fraud. By holding lectures, forums and other forms of inviting experts and scholars in the industry to interpret social hot issues for students and guide students to think deeply.

4. Build a network platform for ideological and political education

From the perspective of network culture education, ideological and political education in colleges and universities is facing new challenges and opportunities. In order to improve the efficiency and effect of ideological and political education, colleges and universities need to actively build a network platform for ideological and political education, and provide more choices for choosing to play the role of network culture education. The ideological and political education network platform can effectively expand the space and time of ideological and political education. First of all, through online educational resources, online courses, interactive communication and other forms, students can receive ideological and political education at any time and any place to achieve the continuity and systematization of education. Secondly, through the network platform, more extensive and efficient data analysis can be carried out to understand the learning situation and needs of students, provide support for personalized teaching, and better meet the needs of students. Therefore, on the one hand, teachers should use the network platform to enrich the content and form of ideological and political education. For example, make use of various resources on the Internet, including video, audio, pictures, text, etc., to vividly present the content of ideological and political education to students; Through online discussion, interactive communication and other forms, encourage students to take the initiative to participate in teaching, play the main role of students, improve their enthusiasm and participation. On the other hand, online platforms should be used to improve the effectiveness and pertinence of ideological and political education. For example, through online survey, data analysis and other means, to understand the ideological status and needs of students, to provide reference for ideological and political education; Through online public opinion monitoring, psychological counseling and other ways, timely find and solve students' problems. The practice of ideological and political education shows that the above measures to expand the space and time of education, enrich the content and form of education, improve the effectiveness and pertinence and other ways can better achieve the goal of ideological and political education, give play to the function of network culture education, and help cultivate high-quality talents with social responsibility, innovative spirit and practical ability.

Epilogue

In this era of information explosion, the Internet, as a carrier of information, has deeply influenced people's lifestyle and way of thinking. Network culture, a kind of cultural form that originates from the virtual world but affects the real world, is shaping people's life and ideology in its unique way. Ideological and political education in colleges and universities should take the initiative to adapt to the trend of network development, innovate the model from the perspective of network culture education, and improve the quality and efficiency by strengthening the integration of network culture and ideological and political courses, strengthening network security awareness education and network public opinion guidance, and building an online platform for ideological and political education.

Reference literature:

- [1] Wei Zhang,Hongjun Yao. Exploration and research on new model of ideological and political education in colleges and universities under the background of Great development of network culture [J]. Jilin Education,2022,(14):58-61.
- [2] Xiaoting Zhang. Analysis of Ideological and Political Work in colleges and Universities under the background of Network culture [J]. Jilin Education,2022,(02):21-22.
- [3] Wenjing Lv. Analysis on the influence of Network culture on Ideological and political education in Colleges and Universities [J]. Yellow River. Loess. Yellow Race,2021,(21):45-46.
- [4] Zhenjun Zhang,Rui Gao. Research on Ideological and Political Education in colleges and universities from the perspective of Network culture Education [J]. Media,2021,(11):89-91.