A New approach to the practical realization of online ideological and political education in colleges and universities in the new era

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Abstract: The Internet and technology has become an important platform to support the new era of college education and teaching, as well as an important carrier of college ideological and political education. This paper starts from the discussion of the importance and existing problems of the network ideological and political education in colleges and universities in the new era, and then proposes that the ideological and political education in colleges and universities should enhance the strength, inject new force, stimulate vitality and form a joint force and other "four forces" new path, in order to provide useful reference for the front-line ideological and political workers.

Key words: colleges and universities; Network ideological and political education; And the new path of "four forces"

1. The importance of online ideological and political education in colleges and universities in the new era

The key of online ideological and political education in colleges and universities in the new era is to provide students with all-round, diversified and innovative ideological and political education. First of all, the network ideological and political education can break the restrictions of time and space, so that students can have access to high-quality ideological and political education resources at different times and places, and realize the popularization and sharing of education. Secondly, the network ideological and political education can provide interesting, interactive, experience, immersion strong learning mode, so that students more actively participate in learning, stimulate students' interest and potential. In addition, online ideological and political education can also provide better support for educational reform, innovation and development in colleges and universities through big data analysis, artificial intelligence and other technical means. Online ideological and political education is the inevitable choice to promote the modernization of ideological and political education in colleges and universities. It can effectively enhance the ideological and political literacy of college students, improve the effect of ideological and political education, and provide talent support for the new journey of comprehensively building a modern socialist country and realizing the second centenary goal.

2. Analysis of existing problems of online ideological and political education in colleges and universities in the new era

(1) Ideological and political teams assume too much responsibility for education, but the effectiveness is not high

At present, ideological and political teams shoulder too much responsibility for education, but their effectiveness is not high and there are many problems. On the one hand, as the ideological and political teams have taken on too much responsibility for education, relevant departments are under great pressure to carry out their work in a comprehensive, detailed and in-depth way. At the same time, most of these departments cannot directly contact students in their management and decision-making, so they do not have a deep understanding of the psychological characteristics and growth rules of college students, and it is difficult to plan a truly suitable path of online ideological and political education for students. On the other hand, due to the lack of effective supervision and evaluation mechanism of online ideological and political education, the work of ideological and political teams often cannot be timely corrected and improved, resulting in unsatisfactory educational effects. At the same time, as the number of college students continues to expand, ideological and political teams are also faced with the problem of adapting to the ideological tendency and psychological characteristics of the new generation of students. It is one of the important problems that the ideological and political team bears too much responsibility for education but its effectiveness is not high. Only through in-depth analysis and improvement of ideological and political education programs can we promote the flat, systematic and diversified development of online ideological and political education and lay a solid foundation for the future employment and development of college students.

(2) The online ideological and political education in colleges and universities started late and its effectiveness is not obvious

The online ideological and political education in colleges and universities has some problems, such as late start and ineffective effectiveness. On the one hand, information technology is widely used and popularized, and college students have access to information and resources, but the network ideological and political education is still in the exploratory stage, and cannot teach students to use the Internet in a scientific and rational way. At the same time, there is a lack of effective ways for colleges and universities to cultivate students' correct values, world outlook and outlook on life by using network platforms. On the other hand, some colleges and universities have a shallow understanding of online ideological and political education, which is still in the superficial stage of education, making the educational effect difficult to achieve expectations. More ideological and political education channels exist because of the form, but can not really affect the ideological quality and moral quality of college students. In a word, problems such as late start, slow development and not obvious effect of online ideological and political education in colleges and universities have adverse effects on the development of students in the new era and new situation. Only by deeply analyzing the problems, promoting educational reform and innovation, and using network technology can we better promote the development of online ideological and political education, and truly escort the healthy growth and moral development of

students.

3. Effective improvement of online ideological and political education in colleges and universities in the new era

(1) Explore diversified online ideological and political education forms to improve the strength of ideological and political courses

To improve the effectiveness of online ideological and political education in colleges and universities in the new era, we should first explore diversified forms of ideological and political education and improve the strength of ideological and political courses. This requires ideological and political teachers in colleges and universities to optimize and improve teaching content, teaching methods, teaching evaluation and other aspects. Specifically, the following measures can be taken: 1. Strengthen the pertinence and individuation of teaching content. According to the ideological tendency and cultural background of different groups of students, we should design ideological and political education content suitable for them, so that they can better understand and accept online ideological and political education. 2. Adopt modern educational technology and means. With the help of the Internet, multimedia and other technological means, we will create interactive and experient-based ideological and political education courses to stimulate students' interest in learning and improve the effect of online ideological and political education. 3. The teaching model should be targeted and scientific. According to the characteristics and needs of different student groups, diversified teaching methods, such as case analysis, interactive discussion and project teaching, are adopted to make ideological and political education more vivid and practical. 4. Actively carry out ideological and political practical teaching activities. Through organizing social practice and voluntary service, students can personally experience social reality, have a deep understanding of social problems and better feel the importance of ideological and political education. 5. For the implementation of online courses, wechat public accounts, smart class platforms and other applications, collect popular ideological and political topics and integrate online resources, and finally send them to students for viewing and communication. We can even share relevant experience and real views on social media, explore college students' views on current hot topics, collect data and conduct self-verification, theme report, experience exchange, etc., which can achieve the ideological and political education effect of getting twice the result with half the effort. Through these teaching strategies, the teaching effect of ideological and political courses will be greatly improved. With the support of new technology and new media, the online ideological and political education will be better and better, and it will point out the direction for the future development of the majority of students.

(2) Make proper use of big data and the Internet to inject new power into online ideological and political education

We should make proper use of big data and the Internet to achieve innovation in online ideological and political education, reflecting the new power of online ideological and political education. For colleges and universities, the following solutions can be adopted: 1. Build a big data platform, integrate the ideological and political learning information of college students, take the initiative to understand the ideological and political content and participate in activities, provide effective ideological and political learning content for college students based on data analysis, help students make good use of their own time to improve their ideological and political level and professional level, and provide accurate and detailed ideological and political education services for college students. 2. Build online ideological and political classes to provide more convenient educational content and learning methods. Diversify course content and increase online teaching resources to provide effective support for students' independent thinking and independent exploration. 3. Build a special ideological and political resource library to store ideological and political teaching resources, provide teaching information reference for teachers and learning information reference for students, and develop online ideological and political education and ideological and political practical activities to improve the level of online ideological and political education in colleges and universities. 4. Build a comprehensive interactive community of Yiban based on the financial media platform carrier. Customized education information one-stop service function for teachers and students, through the ideological and political team research regularly send valuable and meaningful ideological and political education content, while supporting web pages, client and other forms of access. To realize educational innovation at the level of ideological and political team, and effectively improve the level of online ideological and political education in colleges and universities. 5. Strengthen the link with the public, use new media platforms, establish online interactive communication channels, exchange information with the public, collect feedback, adjust the direction of education, and strive to improve the effectiveness of ideological and political education. 6. While strengthening the construction of the teaching staff and strengthening the teaching ability and comprehensive level of the teachers in our school, we will open the positions of project instructors, activity organizing teachers and practical course teachers to attract professional talents from outside, improve the scientific and professional nature of online ideological and political education, and pave the way for the innovation of ideological and political education in colleges and universities. Only in this way can the network ideological and political education be efficient, convenient and high quality, help the healthy growth and all-round development of college students, and comprehensively improve the ideological quality and moral level of college students.

(3) Large ideological and political teams will innovate their working modes and stimulate the vitality of online ideological and political education

The large ideological and political team is an important force for the efficient operation of online ideological and political education, which can be explored and practiced in the following aspects: 1. The large ideological and political team can give full play to its advantages, further optimize the comprehensive reform of "educating people through three aspects", further promote the simultaneous development of "five education", strengthen the online ideological and political education and guidance work, actively create a good ideological and political cultural atmosphere, and compile a hierarchical, classified and phased ideological and political guidance outline. 2. Guided by online

public opinions, strengthen ideological and political education publicity, collect feedback from teachers and students, deeply understand the ideological and political learning situation of college students, participation in educational activities, and guide students to establish a correct, positive and healthy outlook on life. 3. Support and approve student associations, student unions, youth volunteer associations and other student organizations to carry out ideological and political education activities, give full play to the role of peer education, set up outstanding and advanced models, and conduct online study guidance, ideological and political forums, youth ideological and political courses, art party and league classes, etc., to improve the overall ideological and political quality of college students. 4. Regularly release information on official Weibo, official blog and other social media platforms to spread positive energy, carry forward the theme, and create a positive and healthy online ideological and political environment; At the same time, strengthen supervision and inspection of relevant new media departments, and cultivate college students' healthy and positive attitude towards life by means of information acquisition. 5. From the perspective of integrating media, explore rich and diversified platform carriers, online financial courses and other resources to inject new vitality into online ideological and political education, increase the ideological and political team's innovative consciousness and spirit, carry out online ideological and political work training, research and exchange, and build a multi-functional platform system integrating ideological, political, education, management and service. The large ideological and political team shoulded the main responsibility of online ideological and political education, started with planning and supervision of special departments and projects, injected more vitality into online ideological and political education, and realized the effectiveness of online ideological and political education.

4. Accelerating curriculum ideological and political reform to form a joint force in online ideological and political education

We will accelerate ideological and political reform in the curriculum and form a synergy in online ideological and political education. Teachers should start from the following aspects: 1. Improve teaching quality and strengthen information literacy. Teachers need to improve their professional quality, form a solid discipline foundation, at the same time, realize the importance of mastering information technology under the background of the new era, participate in related training and further study activities, to lay a good foundation for promoting the innovation of network ideological and political education. 2. Actively participate in online ideological and political education, communicate with teachers and counselors of other disciplines, make full use of existing ideological and political education resources, on the one hand open up new channels of ideological and political education, on the other hand, improve the teaching efficiency and quality of the professional courses. 3. Guide students to participate in online learning, such as lectures, forums, reading salons, innovation and entrepreneurship, pay attention to students' ideological and moral cognition, pay attention to students' daily life and emotional changes, adopt anonymous form of friendly communication and exchange, can achieve the educational effect of twice the result with half the effort. 4. Interdisciplinary education practice, explore the specific methods of integrating ideological and political elements and information technology into various disciplines, implement ideological and political education into students' daily study and life, improve their comprehensive ideological and political level and information literacy ability. Only when online ideological and political education is linked with offline ideological and political practice, can it play a better role in moral education and education and lead the healthy growth and all-round development of young people in the new era. Other professional courses, practical courses and even counselors should also respond to the effective connection between ideological and political education and moral cultivation. While teaching knowledge, they should pay attention to the personal growth of students, understand the emotions and problems that students need to grow up, and provide accurate, comprehensive and effective support for the healthy growth of students' body and mind.

Concluding Remarks

As an important part of ideological and political education in modern colleges and universities, online ideological and political education has become an important direction of educational reform and innovative development in colleges and universities. By innovating the form of ideological and political education, college students can be exposed to different learning, communication and practice scenes, which can help students acquire more comprehensive and systematic ideological and political knowledge and stimulate their professional growth and professional development. However, to improve the effectiveness of ideological and political education cannot be achieved overnight. Whether it is ideological and political teachers, course teachers, instructor teachers or large ideological and political team, they should actively participate in improving the effectiveness of online ideological and political education from different angles, and use the new path of "four forces" to improve the effectiveness of online ideological and political education, so as to promote the growth and all-round and healthy development of students.

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