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*Research Article*

# Innovative Methods for Ideological and Political Education of College Students

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## Abstract

This paper uses questionnaires and combines with the analysis of public opinion to explore problems existing in the ideological and political education of college students in the Internet information age. It compares the distinctive features of the ideological and political education in the new era with the traditional teaching methods. The research results show that the undisciplined college students, insufficient attention to public opinion communication, unhealthy network environment and laxity in information supervision are main reasons for the low effectiveness in the ideological and political education of college students. The research in this paper provides a positive significance for the promotion and improvement of ideological and political education in the new era.

## Keywords

Computer Technology • Ideological and Political Teaching Method • Network Public Opinion  
Communication • Management and Self-Discipline

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In information age, the network has an increasingly profound impact on the form of society and individual survival method. Network communication has become a necessary means for people to communicate with others and communicate with the external world. The information dependency relationship established by network communication has become an important method of propaganda and education of social organizations and plays a unique role in the formation of public opinion. The ideological and political education of college students should be integrated into the context of information age, focus on solving the dilemma when college students engage in network communication, so as to promote modernization and adaptation of the traditional ideological and political education, further to enhance the educational function of ideological and political education.

Regarding to domestic, the reference of this topic mainly comes from three aspects, the first is the ideological and political education network research, the second is the communication and ideological and political education research, the third is the status of college students' network communication research (Li, 2001; Wang & Zhang, 2011). The correlation research of network and ideological and political education has gradually become a system, "network ideological and political education" has become an important academic research topic (Cheng & Zhang, 2011; Yang, Tang & Zhu, 2014). In the book "Modern mode of ideological and political education—Discussion on construction of the network ideological and political education", Liu Mei for the first time put forward the concept of "ideological and political education": "which is based on the theory of communication and ideological propaganda, the use of computer network to perform ideological and political education." The monographs about "network ideological and political education" usually aim at constructing the branch of network ideological and political education under the ideological and political education, performs by centring on the necessity and importance, status analysis, the construction of disciplines (nature and function, subject-object relationship, principle, content and method) and other theory and application problem of network ideological and political education, explores the regularity of network ideological and political education (Li, 2009). Such as "Research on Network of Ideological and Political Education" (2009) written by Zhangzaixin; "Network Ideological and Political Education" (2003) written by Yangliying; "Network Culture and College Students' Ideological and Political Education" (2006) written by Songyuanlin, Chenchunping; "Theory and Method of College Students' Ideological and Political Education" (2010) written by Xu Jianjun and other research results. The researches on the basic theory of network ideological and political education help to grasp the relationship between network communication and ideological and political education, and deeply understand the situation and outlet of moral education in network environment (Liu, Zhao & Ren, 2011).

Internet industry started early in abroad compared with domestic, they have a higher degree of social development of the network. There is no theoretical research on the ideological and political education in abroad, but the researches on the social impact of the network, the individual value of the network and the ethics of the network have achieved a lot of research findings, which is of great reference value to the writing of this paper. For example, the impact of the Internet on social development, "The Three Episodes of the Information Age: Economy, Society and Culture", three volumes of books (2003) written by Manuel Custer, the first volume "The Rise of the Internet Society" analyzed the communication phenomenon from the point of view of the Internet as an intermediary, thought that the Internet is helpful for expansion and strengthening of hundreds of

thousands of weak link, and created the basic level of social interaction for the people living in advanced technology world, besides the network created a greater degree of the interactive society. In another example, in the discussion of double-sided impact of network communication on the human, Howard Lyndhringer's book "Virtual Communities" discussed the social dimension of the Internet, in the sense that whether Internet will promote new communities, virtual Community development, or will lead to personal isolation, make the individuals separate from society. While Mark Slukka is severely accusing the computer, for the dehumanization of social relations brought by computer, due to online life seems to be a shortcut to escape from real life. Negroponte's "Digital Survival" (1997) suggested that computers are no longer just computer-related, it determined our survival. Nowadays, the network becomes the new ruling power of the human society, and the rational reflection on the technical is further deepened, which is worth our thinking and can be used as reference (Chen, 2013).

**Features of network communication**

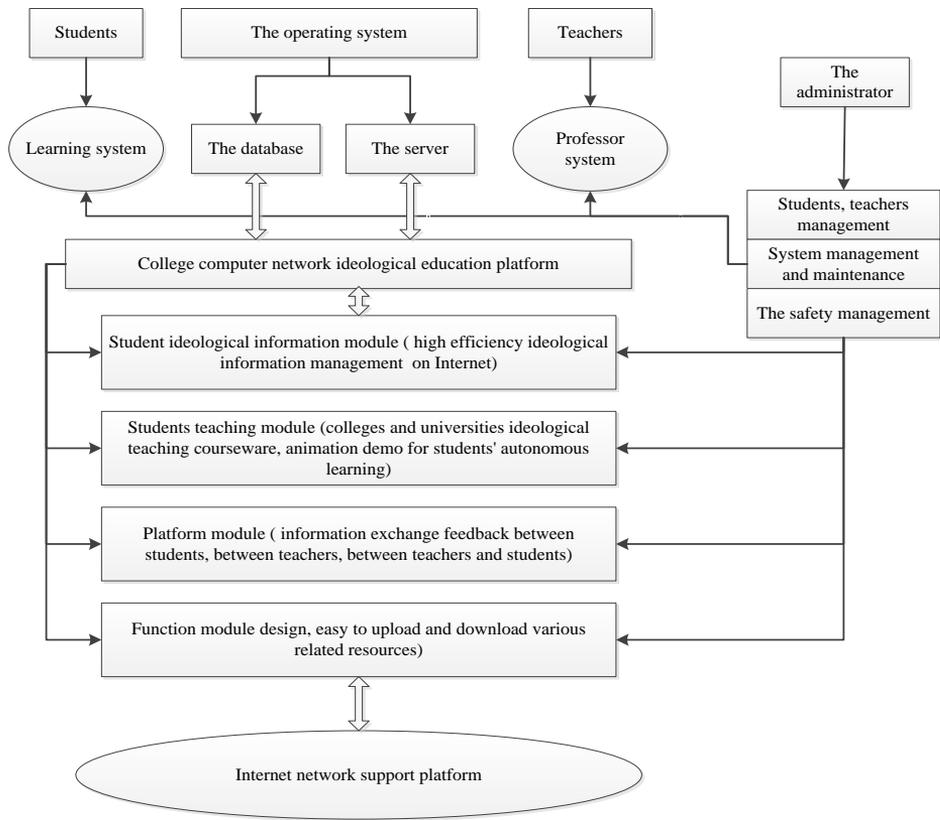


Figure 1. College environment of network teaching platform structure

(1) Anonymity and Virtuality

The anonymity of Network creates a more relaxed and open communication environment, self-presentation of people is relatively more daring and direct than in real life, performance of good and evil is more clearly. People can choose to log in or exit according to their own preferences and needs in the cyberspace, when the feeling of discomfort or boredom occurring, even can tear down and reconstruction their network identity.

(2) Time-space cross and Globality

Under the combination effect of network data information and human life experience as well as imagination, people go beyond the current living environment, fully experience the local conditions and customs of rest of the world, and even to talk with strangers. The network has narrowed the physical distance between people, weakened the influence of time on people's communication activities, has demonstrated excellent time-space cross and globality.

(3) Equality and autonomy

The communication circle of network strangers has broken through the social relationship network which is based on blood relationship, geography relationship and profession boundary relationship in the real life, with relatively stability, and its communication scope is limited in Figure 1. Being in the network, interest and need are the most important driving factors for communication. The communication relationship established through the network is usually dominated by strangers, and the type is various and changeable. In the network communication, people show more and more initiative, selectivity and creativity.

(4) Diversity and interactivity

Network platform has created a very open field for information communication, and built a bridge of information spread and feedback for diversity communication subjects. Individuals, social organizations, nation can become a worldwide universal communication hub, there exist diverse communication relationships between each other, for those main subjects on information network nodes have become the creators and enjoyers of internet culture. Open speech, open information resources, open comments and feedback, all of this have greatly promoted the prosperity and development of diversification internet culture.

## **Students' ideological and political education activities separate from the network communication context**

### **The lack of realistic educational content**

The information field of the social culture collides with the campus culture created by college students' network communication, has creates abundant educational opportunity for college students' ideological and political education. Combining theoretical teaching with social practice is an important requirement to enhance the effectiveness of ideological and political education (Ma, 2011). The formation of people's moral character, values, political views are based on reality, if separate from the social real life, ideological and political education will become water without a source (Zhou, 2005). The ideological and political education of Chinese

college student is guided by Marxism, aim at arming people with scientific theories and guiding people with high spirits, in this way, the college students as social elite group will have excellent ideological and political standpoints, high ideological and moral consciousness (Sun, Shi, Ma & Chen, 2017). Furthermore, the college students will establish lofty ideals and beliefs, the pursuit of personal all-round development. However, from the point of view of teaching content, there is problem such as too much focus on the dominant political theory and abstract moral knowledge, lacking of guidance content which is closely related to real life, separation of theory and practice. At present, ideological and political theory course in some colleges and universities is still copy the book, apply mechanically and cramming education mode, is independent of social practice development and is not synchronized with updating of student information, while the students rarely have the opportunity to participate in social practice, this approach has not enhanced theoretical persuasion, but pull away the distance between ideological and political theory and youth students, resulting in ineffective of education (Cheng, 2017).

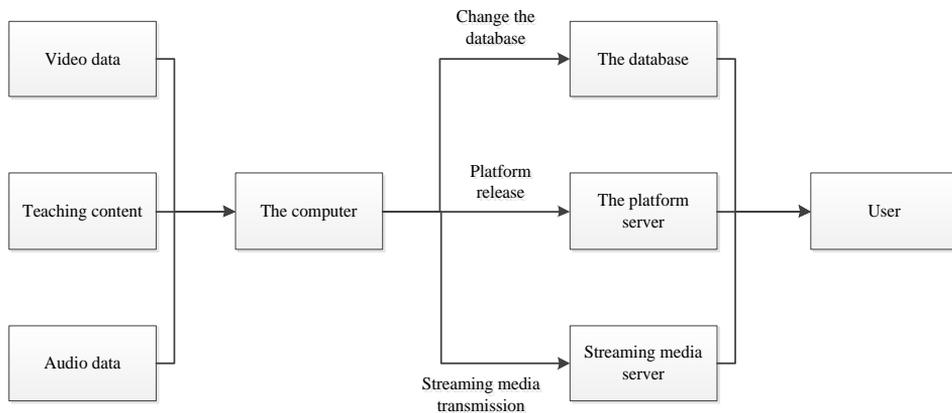


Figure 2. Realization of the computer aided teaching modules

### Lack of integration of educational carrier

Ideological and political education activities should be carried out with the help of certain carriers, the carriers are the relay station for spreading of the value of ideological and political education, are also the intermediary of educational activities (Zhang, 1986). The platform or activities which carrying the ideological and political education information, creating opportunities for educators and educators to communicate with each other all can be called the carriers of ideological and political education. In the ideological and political education of college students, there are many kinds of educational carriers, such as teaching activities, subject lectures, conference learning, individual conversation, routine management, campus culture, mass media, social practice and so on, in which classroom teaching is the most important and basic carrier form. The interaction between different carriers affects the effect of the goal of ideological and political education. At present, the classroom teaching is a dominant trend, the effect of interaction and supplement between different carriers is not obvious, the resultant force of the carrier is not sufficiently excavated, as shown in Figure 2. Network media

has become the main channel of information dissemination in nowadays, the spread power of the "fourth media" can't be underestimated, Weibo as the representative of the social software in the field of social life, the function of its cast out the wicked and cherish the virtuous, exhibit virtue and expose vice more to be displayed. It is an important outlet for the ideological and political education to strengthen the permeability of the network media.

### Lack of interactive during education process

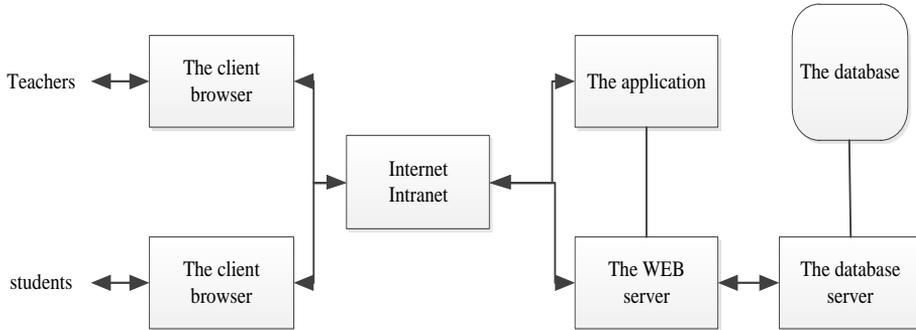


Figure 3. Computer teaching platform structure

Ideological and political education is a kind of social activities with distinctive ideological color. It is a teaching practice that organized and implemented by the educators with purpose, presupposition and plan. However, it is also a communication activity between the educator and the educated person, as well as the "human nature" activities of people-oriented, the benefit of the people (Li & Zhu, 2017). This process can't be separated from the intercourse between people, it is also inseparable from speaking and listening, interaction and understanding, which is an important condition for the consensus of ideas. However, the lack of interactive problems in the process of ideological and political education of college students are obvious, such as the one-way activities, which are indoctrinated in theory, the interaction of teaching and learning is weak; the subjects and objects are clearly divided, the inter-subjectivity is insufficient played; The characteristics of intellectual education are obvious, and moving with emotion are slightly inferior; the teaching communication is the main factor, the life interaction is not enough; the teachers and students get along with each other for a little while, mutual understanding is not deep. Many college students' ideological and political education is still continuing the idea of separation between subject and object, emphasizing rationality, indoctrination, ignoring the subjectivity of students as the education object, reducing the human charm of ideological and political education (seen as Figure 3). The antagonism between the subject identity and the object identity impedes the further development of teacher-student interaction. Teachers have become "the defenders of discipline, the judges of behavior and spokespersons of moral standards, the relationship between educators and educated person becomes the Educators one-way restrict and control relationship", thus the distance between teachers and students is further widen (Shen & Li, 2017). While in the network communication of college students, the educators are often in a state of absence, show less interest in new things on the network, no time to take into

account the ideological dynamics of students reflected in the network of information, these is not only connected with educator's lacking of attention to the network media and low media literacy, but also reflects the situation that lacking of communication view in ideological and political education.

## **The countermeasures of strengthening ideological and political education of college students in the context of network interaction**

### **To improve the level of self-management of college students**

Improving the network literacy of college students is the necessary support to enhance their self-management ability in network communication. Colleges and universities should pay full attention to improve the network literacy of college students, including correct understanding of network value, complying with network rules and moral standards, learning to adjust their own network psychological, with independent judgment for network information. Strengthening the network literacy of college students is conducive to play the positive effects of new media, enhance the students' learning ability and quality of life. Give a man a fish, and you have fed him for today; teach a man to fish, and you have fed him for a lifetime. The ideological and political education of college students should take the media literacy education into account in the teaching system, enhance the students' critical understanding of the network tools, improve the critical ability of the media, learn the rational thinking to judge the merits of the information, cultivate behavior of consciously abide by the laws and regulations and social morality, regulate their own network communication behavior.

### **To enhance the attraction of socialist core values education**

In the network communication, with the aggravating of western ideological infiltration, individualism, hedonism, anarchism and other multicultural thought trend and the mainstream values vigorously promoted by ideological and political education are contend for concept recognition of youth. Whether it is in the clear-cut ideological conflict debate, or in the subtle value output of rich network cultural products, the Western values wrapped in a gorgeous cultural shell enclave wantonly poured into, it has become a strong opponent and an opponent can't be ignored of China's mainstream values in the network voice fight. In addition, Internet pornography, violence, vulgar information, Internet rumors and cyber illegal and criminal activities are running counter to social mainstream values, at the same time they have polluted the cyberspace. The core values of socialism have a strong cultural foundation and social foundation, which is the important cultural core to unite the social consensus and promote the healthy development of the society. If the ideological and political education in colleges and universities wants to enhance the attraction of the socialist core values to the college students, we must promote the socialist core values education and combing with Chinese traditional culture education, national conditions education, so as to enhance students' cultural awareness and cultural self-confidence, to guide the patriotism enthusiasm of college students to love of socialism, further to combine ideal of serve the country and social practice together. To optimize publicity form of core value, neither kitsch, but also cater to the audience psychology of the students, we must against the "empty words" and "stereotyped", against the false the heroic model of "high, big, complete" pattern, it shall not only reflect national conditions,

but also close to reality and deep into the lives of college students. We shall reason to convince people, touch people by feeling. Good at using the discourse way that students are delighted to hear and see, it shall have clear stand, but also approachable and easy to be understood, we shall also enhance the appeal of discourse. As pointed out by Professor Xuwen, "ideological and political education should be an important carrier for improving the popularization of advanced culture of socialism with Chinese characteristics, in the light of the truth of its content, the new of its appearance, the beauty of its form, the sincerity of its emotion and the reality of its effect.

### **To strengthen the regulation and guidance of college students' network communication**

At first, the ideological and political educators are the designers, organizers and supervisors of the ideological and political education activities of college students. They are the leaders of students' ideological and moral cultivation and political accomplishment. They are also teachers respected by students as well as the friends popular with students. Educators should deepen into the students' network communication world, experience the characteristics of network communication, make a rational assessment of the network value and risk, improve the ability to use the network to work, and be fully prepared for regulating students' network behavior. The educator should raise the attentions on the college students' network communication behavior. Simply consider the network behavior of college students as leisure after school has been far from adaption of "from shallow to deep" changes of the network impact. College students through the network communication to obtain news and information, maintain interpersonal relationships, express inner feelings, the develop hobby and expertise, release psychological pressure, purchase life material and so on, almost every aspect of life has been "Clean Sweep", Network communication affects their value identity, way of thinking, interpersonal communication skills, mental health level, personality improvement and so on. If left Network communication unchecked, it will affect the effect of ideological and political education.

Secondly, educators shall enhance their ability to participate in network communication, play a leading role in thinking. Attention on concept is the premise, improvement on the ability is necessary preparation. Ideological and political education workers should have a certain degree of network media literacy, be able to keep abreast of the trend of technological progress, to understand what students are using and what students are concerned about, to prevent communication barriers caused by "network gap". Through professional training and life experience of the network new media technology, enhance their own ability to network communication, permeate into college students' network communication world, so as to grasp their ideological trends, and then carry forward the main theme or perform psychological counseling targeted.

Finally, to comply with the rules of network communication, and strive to build an equal and harmonious atmosphere of teachers and students exchanges. The main bodies of the network communication are equal, all are speakers as well as listeners, at the same time must comply with network communication rules. This de-central, parallel discourse model, to a certain extent, reduces the distance led by the role of teachers and students, weaken the authority status of educators. Educators should strive to adapt to the context of network discourse, more emotional guidance less interception to students, more care for students' life less intervention, educators should really consider students as equal communication subjects, learn from each other and promote each other.

## Conclusion

The network communication constructs a digital world which is connected by the information pipeline. It is a virtual space that surpasses the human survival experience, and is also a life world closely related to the human realistic living. Decentralized fishing nets structure makes the world flattened, there have an infinite path from every point of Information intersection to other place, making it possible for people to communicate with each other in different places and at different time. This information platform almost by the whole human participation, sharing, co-building, contains a huge energy to cause social change. Human interaction is the first step of human-machine dialogue. In modern times, the human's activities already can't separate from the network environment, Network communication makes "man-man" dialogue first manifested as "man-machine" dialogue, Digital information replaces the language, expression and action and other more intuitive information in direct communication then to build a bridge of communication between people, in this way, people can more easily establish a wide range of weak ties, but will also experience loneliness in the depths of the world. The new dilemma is accompanied by new energies, which is the eternal situation in the process of the continuous development of human society. The contemporary college students are the most active and backbone in the network society and also are the aboriginal people in the information age. In order to better surviving in the network era which is coexistence of light and darkness, hope and despair, it is necessary to constantly improve their network media diathesis, enhance network moral self-discipline, enhance self-management ability, as well as rational use of the network. Network communication has promoted the change of the way of thinking, values and behavior pattern of contemporary college students. It affects their physical and mental health and the growth of their talent, shapes public opinion atmosphere and cultural environment of ideological and political education which is different from the previous, it has become a unneglectable mark of the era. If the ideological and political education of college students wants to grasp the initiative in the plural mixing network information environment, we should enhance the adaptability of educational activities to the context of network communication, improve the attraction and persuasion of mainstream values to college students, enrich the content, improve the structure, enhance effectiveness, pour the spirit of humanistic care into the education process, in the new historical conditions to play a good function value of value guidance, building consensus, educating people to survive.

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