

# Research on Ideological and Political Innovation in Colleges and Universities Under the Background of Network Culture

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**Abstract:** At present, Network culture almost dominates people's production and life, Even changed the form of education in the field of traditional education, In particular, it provides favorable conditions for higher education innovation. This paper hopes to look at it from the perspective of the current network culture, actively thinking about the guiding principles and correct methods for the innovative construction of the ideological and political education system in colleges and universities, the methodological discussion also incorporates the concept of ecological construction and the idea of big data technology. In colleges and universities, it is possible to appropriately establish an educational platform combining the ideas of big data technology to meet the basic principles of "innovation", "coordination", "green", "openness" and "sharing" in the construction of the network ideological and political education innovation system in colleges and universities. The ideological and political education itself is in harmony with the construction of university network culture.

## Introduction

As the emerging fourth generation of mainstream media after the traditional mass media such as newspaper, radio and television, the network has had a profound impact on all aspects of human social life. With the widespread application and comprehensive popularization of Internet technology in colleges and universities, college students' ideas, lifestyles and behavior patterns begin to be affected to varying degrees. At present, the era we have entered is called the new media era, also known as the network era, we enjoy the convenience brought by the network, but also to bear the adverse effects brought by the network. The network culture derived from the network is a new cultural form, including multiple values, various social trends, etc., which to some extent affects the discourse power of education and political education, and challenges the dominant position of discourse power of education and political education. In the long run, the actual effect of education will be greatly reduced. Therefore, from the perspective of network culture, it is imperative to improve the discourse power of higher education institutions and political education. For higher education institutions and political education, the network has dual functions, which not only needs to meet unprecedented challenges, but also needs to create new development space. Under the background of increasingly mature development of network culture, institutions of higher learning and political education have a bright future, and opportunities are bound to far outweigh challenges. Nowadays, with the rapid development of network technology, the discourse power of higher education institutions and political education should not be removed from the factors of The Times, but related issues of discourse power of higher education institutions and political education should be studied from the perspective of network culture in combination with the characteristics of The Times. By briefly summarizing the main characteristics of network and its development status in colleges and universities, this paper further analyzes the relationship between network and school and political education in colleges and universities, and studies how to make full use of the guiding function of network to broaden the channels of school and political education[1-3].

## 1. Network Culture

Throughout the history of ancient and modern Chinese and foreign languages, the long history of culture has made great contributions to the development of human society. Ethnologists believe that culture is the sum of all kinds of customs acceptable to society. It can be seen that culture reflects and reflects people's spiritual world. In a narrow sense, network culture is an information culture that takes communication, computers and other devices as material carriers and takes sending and receiving information as the core goal. It has different characteristics from social reality culture. From a broad perspective, the human culture of network society is network culture. With the integration of narrow and broad sense of network culture, we can say that network culture is a new mode of activity, mode of thinking and mode of existence created by human society, with netizens as the main body, communication, computers and other equipment as the material carrier, digitized information means and virtual space as the field of communication. Network culture values in human social life by substance carrier through Internet quickly into the public can cognitive values, feelings, based on the above discussion, the network culture can be defined as supported by network technology and network equipment form including system, ideology, morality, science and technology, language, words such as the sum of all human mental activities and spiritual products [4-6].

## **2. Opportunities by College Ideological and Political Education in the Context of Network Culture**

### **2.1. Opportunities for Ideological and Political Education Objects**

The opportunities of educational subjects are mainly reflected in the fact that the use of the Internet has changed the original learning mode of passively accepting knowledge and promoted college students to update their world outlook and values. The abundance of information on the Internet is conducive to cultivating college students' concept of lifelong learning, cultivating their awareness of cherishing time and emphasizing efficiency, and enhancing their awareness of openness [7].

### **2.2. Opportunities in Ideological and Political Education Methods**

Traditional methods of education are mainly through classroom learning, conference reports, discussion and conversation, etc. Due to the abstraction of ideological and political theories and the simplicity of expression, college students are likely to feel boring and accept them passively, and the effectiveness of education is greatly limited. Under the background of network culture ideological and here can education with the help of multimedia and network technology, the spread of both words, and there was a voice, image and video transmission, make serious boring theory education has the characteristics of the melody available, sings synthesize, make the teaching means visual and vivid visualizations, and specific, for college students to kindness and authenticity, better eliminate college students for the traditional ideological and psychological here Resistance to education.

### **2.3. Opportunities in the Means of Ideological and Political Education**

Because of information reasons, traditional education in higher education institutions must be carried out under specific space-time conditions. Network provides a new means for higher education institutions in terms of its convenience. The network is a new information force, and the combination of text, graphics, sound and other elements of the network, information capacity, fast transmission speed, improve the attractiveness of the university education and political education in college students, conducive to the modernization of the level of education and political education.

## **3. Practical Difficulties of Ideological and Political Work in Colleges and Universities under the Background of Network Culture**

### **3.1 From the Perspective of Education, the Leading Position of Ideological and Political Education is Weakened**

Traditional ideological and political education focuses on cultivating students' recognition and recognition of classic authority such as Marxist-Leninist original works and party and political theory knowledge. It focuses on unilateral dominance, and the method is also inculcated from the top down. To some extent, the rise of a diversified network culture has, to a certain extent, impacted, dispelled and weakened the unitary dominance of ideological and political education [8, 9].

### **3.2 From the Perspective of Teachers, the Concept, Content and Methods of Education and Teaching are Challenged**

The traditional ideological and political education mainly focuses on the classroom and the conference venues, which is easier to organize students to participate. The teaching means and methods were relatively simple, mostly in the form of theoretical teaching, discussion and exchange, and course examination. In the network era, teachers were required to constantly innovate the teaching concepts, contents and forms, and integrate the latest and most fashionable elements to carry out education, teaching and guidance. They should expand "one book, one classroom" into "one network, one world", and constantly improve the affinity and appeal of ideological and political education.

### **3.3 From the Perspective of Students, College Students' Ideas are Easy to Be Impacted**

At present, a variety of non-mainstream cultures, subcultures, western ideologies and racist thoughts were flooding the Internet, which were likely to impact and influence the world outlook, outlook on life and values of college students. In addition, many students were addicted to the Internet and unwilling to go to the real society. If they were not properly guided, it was easy to breed all kinds of social problems [10-12].

### **3.4 Environmental Challenges of Ideological and Political Education**

A healthy and orderly cultural environment has a great impetus for the development of ideological and political education. In the past, ideological and political education emphasized the cooperation between schools, families, and society. Today, network culture is rapidly changing the environment of ideological and political education. The network culture environment has also increased the difficulty of ideological and political education in universities. Passed directly to college students, and this information is difficult to monitor, adding new unfavorable factors to the ideological and political education environment of colleges and universities, distracting students' attention extremely, college students spend a lot of time on computer networks, which is not conducive to the development of college ideological and political education.

## **4. Countermeasures to Strengthen and Improve the Administration and Political Education of Colleges and Universities under the Background of Network Culture**

### **4.1 To Create a Good Ideological and Political Education Network Environment**

Strengthen the construction of network culture, and actively build red network culture, make red culture full of the atmosphere of the Times, and form a red network culture that is easy for people to accept and willing to accept. Actively use new technology, relying on the current domestic foreign excellent culture and the Chinese nation excellent traditional culture, people follow the requirements of new change, new cultural products and services, develop a high quality, diversified, positive, have affinity and cohesion of the network culture, constantly enrich and satisfy people's growing spiritual and cultural life.

### **4.2 Strengthen the Leading Role of Educators in Ideological and Political Education**

Under the background of Network culture, Network information, mud and sand flow together, even the sham as the genuine, butch, Network under the condition of the original legal moral and social public opinion on college students' constraints such as greatly reduced, Network moral will not spontaneously generated, discrimination and judgment of college students is not mature enough, easy to appear when college students to acquire knowledge and information through the Network

inefficient, disoriented, or even misguided[13-15].

## Conclusion

At present, In the process of ideological and political education innovation, the influence of network culture cannot be ignored. We must avoid disadvantages, and put it in the process of education, while to make the education strength continuously strengthen, promote effective management, pay attention to strengthen the innovation research network ideological and here education, so as to make full use of the network the positive role, to better serve the ideological and here at work, based on the practice, to realize innovation in colleges and universities ideological and here education goals. Through the teaching platform, we can help college students identify the negative information in the network culture, so as to ensure that the current network culture can meet the requirements of ideological and political education in colleges and universities, and cultivate excellent talents with correct thoughts and values for the society.

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