An Analysis of the Practice of College Students' Ideological and Political Education with the Internet Thinking

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Abstract. In the age of the Internet, the Internet thinking has become the mainstream way of thinking, and the Internet has become an important front for students’ ideological education, daily management work and public work. The good use of Internet thinking is conducive to college students to develop the ideological and political education and achieve practical results. Based on the characteristics of Internet thinking, this paper is aimed to deeply analyze how to carry out the practice of college students’ ideological and political education with the Internet thinking, and the advantages of using the Internet to carry out college students’ ideological and political education from cultivating learners, practitioners and communicators in the new era.

In the Internet era, the Internet thinking has been the mainstream thinking way and begins to make influence on the forms and the development directions of the society, economy and culture. The Internet has been an important front for launching ideological education, daily management work and public work. President Xi Jinping has pointed out that we should strengthen the Internet thinking, make innovations in the channels of propagandizing the Internet, make use of the propagation law, give full scope to the theme of the times, motivate positive energy and foster and practice the socialist core values vigorously. Master the Internet thinking and explore practice path have timely significance and work value for colleges and universities to make forward the ideological and political education in the Internet era.

Inspiration of Internet Thinking in Launching Ideological and Political Education among College Students in a New Era

“Internet thinking is a way of thinking about re-examining markets, users, products and even the entire business ecosystem, which is user-centered and emphasizes the value of information in production, exchange and dissemination process”[1], mentioned the People's Daily. We make focused research in the inspiration of college students’ ideological and political education brought by three thinking ways: user thinking, product thinking and communication thinking.

Inspiration of User Thinking—Paying Great Attention to the Subjectivity of College Students

User thinking refers to be user-centered in every sector of the value chain. In the area of ideological and political education for college students, “User-centered” means “student-centered”. Young students in contemporary society pay more attention to the embodiment of subjectivity and independence[2], therefore when launching ideological and political education, we need to give full scope to the subjectivity of college students, master the feature of their thinking and behaviors in order to launching ideological and political learning and educational propagation effectively and further educate and guide college students.

Inspiration of Products Thinking—Laying Great Emphasis on the Needs of College Students

Education is a kind of product, ideological and political education is an educational products that meets the ideological needs of college students.” When studying and propagandizing this product, we should follow the principles of “student-centered” and “student experience first” and try to make our “products” satisfy students’ rigid demands and simultaneously give students an impressive experience and effect, making our product so attractive and infectious that students are willing to learn and spread actively.
Inspiration of Transmission Thinking—Seizing the Transmission Feature of the Internet Era

Zou Zhendong, a professor at Xiamen University suggests: “Education itself is a kind of transmission”, ideological and political education lays greater emphasis on idea spreading and imperceptible influence. Integrated with the transmission thinking of the Internet, when launching ideological and political education among college students, we should adopt grounded language and form, which are in line with the characteristics of network., take full advantage of various platforms such as official websites, WeChat official accounts, Weibo and SMS service, the transmission of the product should be prevalent, timely and targeted and the users should be fully covered, and try our best to satisfy the users’ demands and eventually being widely accepted and disseminated.

An Exploration of the Practice of College Students' Ideological and Political Education with the Internet Thinking

General secretary Xi Jinping emphasized in the national college ideological and political work conference, ideological and political work in colleges and universities should change by things, advance by times and refresh by the trend.[3] Reports of the 19th National Congress of the Communist Party of China has pointed out that the the socialism with Chinese characteristics enters into an new era. The ideological and political education of college students should open up the practicing ways of college students’ ideological and political education and deliver substantial effect from the perspective of fostering learner, practitioner and transmitter in a new era.

Penetrating into Both Brain and Hearts—Cultivating Knowledgeable Learners

The user thinking emphasizes the subjectivity of college students, when launching ideological and political education, we should adhere to the educational idea of “student-centered”. We need to master the characteristics of students and let them carry out in-depth learning and make clear their responsibilities and roles in the new era through holding the Famous Teacher Forum, inviting experts and professors both inside and outside colleges, carrying out themed learning of the 19th National Congress of the Communist Party of China and the NPC and CPPCC and interpreting the great achievement and historical mission of the Communist Party of China and the Chinese People. By self declaration, the Youth League Branch can hold book sharing activity to read books about Chinese revolution history and reading party to interpret the Communist Manifesto, Party school can organize to read the reports of the 19th National Congress of the Communist Party of China in many languages, the Party branch secretary should take the lead to learn Marx classics and comprehensive the theory and finally give students a deeper understanding of the thought of Socialism with Chinese Characteristics, earn political identification development identification and affective identification. Besides, we need to apply our language skills into reading the foreign version of the 19th National Congress of the Communist Party of China, holding themed translation contest about NPC and CPPCC, the Party history and current affairs to give students further experience and better effect, penetrate into their brains and hearts and in the end become knowledgeable learners.

Undertaking the Mission--Becoming a Responsible Practitioner

Single education and learning form cannot satisfy college students’ demands in participating activities, expressing themselves and showing their uniqueness. In order to respect college students’ sense of participation and discourse, we should lead them to make response to the appealing of national poverty alleviation, carry out multiple practice like targeted poverty alleviation, summer intern, long-term supporting education to serve the grass-root education and offer their intelligence. Beyond that, we need to co-work with new villages for their construction achievement, organize activities like teaching group in a new era, propagation of social sciences and spreading technological knowledge to farmers simultaneously in order to take the advantages of college students and strengthen their sense of social responsibility. Finally, we ought to encourage college students to take part in volunteer service about international convention, activity and games, for
example, international sister city week, international music festival, world travel convention and western fair, which will display their excellent competence and outstanding comprehensive quality and the responsibility and roles and elegant demeanour of Chinese youth.

Cultural Confidence—Being a Trustworthy Transmitter

We should catch the transmitting feature of this era, implement an encompassing propagation platform, conduct themed reports about expert talks, reports of the 19th National Congress of the Communist Party of China, NPC and CPPCC and Marx classics on official websites and WeChat official accounts. At the same time, we ought to spread above information to Weibo, WeChat group, moments, QQ Group, QQ zone, etc. and encourage college students to follow, comment, forward and share. In other words, we should make full use of the students, the self-media, to propagandize in much wider range and transmit to the whole society through media and TV station. Besides, we can hold the CNMUN and invite college students home and abroad and international students, organize current politics forum among overseas students to make them know about the recent developments of their mother land, interview international students, transmit and exchanges the Chinese though in a new era, make them support the development of China and then propagate and transmit the voice of the new era to the whole world.

The Advantages of Launching Ideological and Political Education among College Students with Internet Thinking

It has following advantages to launch ideological and political education among college students with Internet thinking:

Raise the Initiative and Enthusiasm of College Students in Participating

Under the guidance of the Internet thinking, we should focus on the subjectivity in classroom education, network ideological and political education and themed activities and other aspects and carry out ideological education and practice activities in the way that in line with the college students, which is conducive to take in thought in a new era and enhance their initiative and enthusiasm in participating ideological and political education.

Improve the Timeliness and Influence of College Students’ Ideological and Political Education

According to the 42nd statistical report on the development of Internet in China, the size of internet users in China reached 802 million until June 2018. China's mobile phone users scaled up to 788 million and the rate of netizens accessing to the internet through mobile phones reached up to 98.3% [4] . The college students is 100% netizens, the network platform and media have already been the main means for college students to gain information and exchanges. Whether home and abroad, in winter vacation or summer vacation, college students can receive learning and publicity contents after accessing to the network the first time, and can timely discuss, comment and spread them to a wider group of netizens, which improve the timeliness and influence of college students’ ideological and political education.

Expand the Channels and Methods for the Spread of College Students’ Ideological and Political Education.

Because of the large scale and high proportion of mobile phone users in China, new information dissemination tools and communication methods which are more suitable for the mobile phone clients have been widely used. In the Internet era, on the basis of making full use of traditional learning and propaganda methods, following the rule of communication thinking, we give full play to the advantages of mobile phone clients with the help of the timeliness, prevalence and diversity of new information dissemination channels and methods and social media and self-media like Microblog, WeChat official accounts, moments, QQ Groups and short videos to expand the channels and methods for the spread of college students’ ideological and political education.
When launching ideological and political education, colleges and universities should make use of Internet thinking, integrate into the Internet culture and make innovations in work methods, which will be helpful for students to learn, take in and transmit theoretical knowledge and internalize in their minds. We need to make full use of Internet thinking, the Internet and self-media based on the characteristics and preferences of college students and guide contemporary college students to keep pace with the times, become learners, practitioners and transmitters in the new era, and finally combine the individual talent and the dream of the great rejuvenation of the Chinese nation, and become qualified builders and reliable successors of the socialist cause who is of the all-round development.

References


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