Problems and Countermeasures to College Ideological and Political Education in Network Environment

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Keywords: Ideological and Political Education, Network, Problems, Countermeasures.

Abstract. Strengthening the network ideological and political education is important to improve undergraduates’ ideological and political education. This study analyzes the challenges of college ideological and political education based on network environment and proposes new ideas and countermeasures to strengthen undergraduates’ ideological and political education facing new situation. The countermeasures place importance in converting conceptions, enhancing team construction and network management, and building two-way and interactive network platforms.

Introduction

Opinions on Further Strengthening and Improving Undergraduate Ideological and Political Education, published by the Central Committee of Communist Party (CPC) and the State Council of China, has pointed out that undergraduates’ ideological and political education should be people-oriented and involved in practice, life and undergraduates. The work should be done more purposely, effectively, attractively and encouragingly. Aiming at the influence of network on undergraduate ideological and political education, the documents emphasizes that “educators should gain the initiative of ideological and political education based on network and enhance the campus network building to make network an important means promoting mainstream values and conducting ideological and political education”. How to bring undergraduate ideological and political education of colleges and universities into the way of network thus forming a spiritual home of undergraduates is a new field of college ideological and political education in the new situation.

Network Background of College Ideological and Political Work

In January 15th, 2010, China Internet Network Information Center (CNNIC) came out with The 25th Statistical Report on the Development of Internet in China states that until December 30th, 2009, young group below 30 years old accounts for 61.5% of Chinese netizens, 28.8% of which are middle school students, the largest part of netizens [1]. Network has become an indispensable tool in the life and study of modern undergraduates and the influence of network media has permeated all aspects of campus life and study, producing a significant impact on undergraduates’ moral orientation, thinking mode, behavior pattern, individual mind and values. Therefore, undergraduate ideological and political education through network is bound to be an inevitable demand in the development of times.

Challenges of Undergraduate Ideological and Political Education in the Internet Era [2-4]

Uncontrollable information propagated on the internet challenging ideological and political education. With swift development, network provides new carriers for college academic exchange, research and distance education, and improves the timeliness of college ideological and political
education. However, late legislation for network and incomplete network technology play into the hands of decadent culture and harmful information such as pornography, gambling, drug abuse and trafficking and heresy, as well as ideology propagation of western developed countries, Taiwan’s independence separatist forces and abroad anti-China forces. Undergraduates are easily affected and have strong ability to accept new things but less probable to identify them. In fact, a small number of undergraduates, instigated by the fallacies, change their attitudes to the world, the values and lifestyles and suffer from spiritual emptiness and abnormal behaviors. More unfortunately, they even break the laws. It can be seen that traditional ideological and political education is facing tough challenges.

Network virtuality challenging the contents of ideological and political education. Every behavior subject on network is virtual. Everyone is a consumer of information resources as well as the producer, and there is no absolute information center. This characteristic of network makes undergraduates more initiative, active and creative, such that they are more independent in virtual community. However, the virtuality, also stimulates undergraduates to violate the moral codes even break the laws in virtual community such as making fake information, hacking, juggling, stealing passwords, spreading computer viruses and infringing intellectual property because they believe that nobody knows them anyhow. Moreover, it also harms undergraduates’ enthusiasm in interpersonal relationship and widens the hearts of people, which is unbenefficial to cultivate cooperative consciousness and team spirits. A great many undergraduates are more willing to make friends on the network, thus leading to psychological obstacles and abnormal spirits. This heavily distorts the content of traditional ideological and political education.

Formalized college ideological and political education on network challenging education effectiveness. At present, many colleges have built their own on-line Party schools, Youth League schools and classes for ideological and political theory that are in patriotic theme. However, the click rate is not satisfied: some websites were clicked only 1,000 times in a recent year. This can be attributed to insufficient propagation, formalistic work and monotonous subjects with poor attraction. Besides, undergraduates refuse to go through contents far from their life. Network information is heavily repeated, out of the point and timeliness. This costs labor, material and financial resources and reduces the effectiveness of ideological and political education on the network. The formalized education form is the waste of both network resources and time of undergraduates.

Countermeasures to Ideological and Political Education on the Network in New Situation

Converting the concept of ideological and political education to adapt to the development of information times. Network changes the transmitting and receiving system of information between the ideological and political subject and educated object. With the improvement of undergraduates’ self-awareness, independent personality and intellectual levels, they begin to doubt the authorization of teachers and even produce reversal minds. Therefore, college ideological and political work should renew with current working environment, contents and methods and educators should learn that utilizing the network to conduct ideological and political education is an important path for the education work in colleges. Therefore, we need to keep pace with times, utilize the opportunities brought about by network and focus on ideological and political work on the network. Ideological and political educators have to realize that network can be used to exchange and transmit information of ideological and political education in words, data, sounds, images and animations, so as to educate, inspire and guide the thoughts of undergraduates. Carrying out ideological and political work on the network increases the propagation and use of information of ideological and political education. Network can combine and complement ideological and political education with other public media and provide more encouraging, attractive and guiding education to undergraduates. Meanwhile, it also offers a two-way communication opportunity to educators and the educated so that they can timely consult and feed information back, thus increasing the working efficiency.

Strengthening the modernization of the staff of ideological and political work [5].The quality of the staff of undergraduate ideological and political work directly affects the practical performance
of education. Two aspects require being concerned to achieve the modernization of ideological and political work: one is to set complete management departments supervising ideological and political work on network. Colleges should establish leading groups of network work with the major leader of colleges as the group leader and the participation of heads of publicity department, student affairs department, academic affairs office and network center, to carry out works under the united leadership of the college. A management system highlighting student management while combining school management should be set up. The other aspect is to build three teams. (1) A professional on-line counselor team comprised of high-quality, professional and crack members to supervise and collect network information, communicate with undergraduates and act as a leader of positive public voice. (2) Colleges should build a part-time team consisting of counselors and young teachers and provide opportunities for them to participate in strongly interactive programs such as online forums, BBS and chatting rooms. In this way, they are able to easily and timely know the ideological trends of undergraduates so that problems are found and solved in time and the network is fully applied to carry out the ideological and political work. (3) An undergraduate-oriented team needs to be set up to train and utilize a backbone force of undergraduates in BBS management, design of undergraduate affair webpages, network information supervision and construction of campus network culture. It can inspire their initiative and thereby play their unique role in ideological and political education on the network.

Reinforcing network management and regulate network morals to promote the combination of online self-discipline and heteronomy [2]. Strengthening website management and education of undergraduates’ network morals, and establishing and improving the emergency handling mechanisms for campus networks, safety protection mechanisms and network supervision mechanisms can effectively improve the control over the internet and discrimination of harmful information. According to the practical situation, colleges should make a series of specific regulations to rule the order of network and strengthen the network discipline. Colleges should improve the supervision power over network and clean intellectual rubbish as well as regulate students’ behaviors on the internet, trying to offer a favorable network environment to undergraduates. To achieve moral education before undergraduates surf in the internet, colleges should take students-oriented measures to guide them to accept supervision voluntarily, thus promoting the combination of self-discipline and heteronomy on the internet and satisfying the need of cultural life of teachers and undergraduates. Besides, colleges are suggested applying the system of user real-name registration in campus internet, which can effectively prevent from copying harmful information and promote healthy development of campus network.

Building a two-way interactive platform and new network educational environment. As one of the key features of network, interactivity should also be paid attention in ideological and political education. Colleges should make use of the advantages of network including convenient and fast propagation and communication to build interactive platforms such as BBS, chatting rooms, QQ and E-mail, so as to facilitate the communication between teachers and undergraduates as well as between undergraduates. Teachers can also post in forums to properly guide and help undergraduates using network with a timely and effective response. Only good network service can attract wide attentions and interests of undergraduates. In addition, organizing virtual classes on the internet is an important step of ideological and political work [6]. Colleges can open homepages and set up virtual classes to conduct activities based on the class led by counselors with the use of network technology for undergraduate ideological and political work. For instance, counselors can post messages on BBS and a party center to organize class meetings and discuss how to develop ideological and political education and teaching management, and then collect undergraduates’ opinions on course setting, teaching reform and logistic services. Then, they are expected to communicate with teachers or relevant departments with respect to the opinions. When meeting the birthdays of undergraduates, messages expressing the congratulations to happy birthday can be posted and photos and articles on their feelings of group visiting and practice can also be uploaded to the homepages. These small daily things can attract attentions of undergraduates on their classes and classmates, increase cohesion of classes and improve the effectiveness of network education.
Conclusion

To sum up, the internet era brings new goals and requirements for college ideological and political education while also provides new methods. Ideological and political education for network, as a new topic, is faced with challenges and opportunities. In such context, educators of higher education in the new era should employ network resources to widen the space and channels of ideological and political work and build a network platform for undergraduate ideological and political education.

Acknowledgments

This work was supported by National Natural Science Foundation of China) no. 51661021). The authors would like to acknowledge the financial support of the student work theory and practice research project of Lanzhou University of Technology.

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