Challenges and Countermeasures of Ideological and Political Work in Colleges and Universities in the Network Era

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Abstract. With the development and advancement of information technology, it is more convenient and faster for college students to obtain and release information, and gradually enter the Internet age. While the network brings a lot of information, it cannot guarantee the accuracy and reliability of the information. For ideological and political work in colleges and universities, on the one hand, the Internet has expanded the channels and methods of ideological and political work. On the other hand, a large amount of bad information has also brought challenges to ideological and political construction and affected the development of ideological and political work in universities. Ideological and political workers must seize the opportunity of network development, improve the information recognition ability of educational objects, and meet the challenges of the network age to college students.

1. Introduction

Ideological and political work has always been the focus of university work, and the ideology of the younger generation has an important influence on the development of the country\textsuperscript{[1]}. In the Internet age, facing the input of all kinds of different ideas and values, colleges and universities must attach importance to ideological and political work, become a high ground for ideological and political construction, build a solid Marxist ideological foundation, strengthen socialist construction, and strive to realize the Chinese dream. Cultivate firm and outstanding socialist successors\textsuperscript{[2]}. To this end, colleges and universities need to conduct ideological and political work construction in a way that students love to see, continuously improve and innovate ideological and political work methods, according to the characteristics and status quo of ideological and political work in the Internet age, combined with the needs of the times, and meet the needs of students\textsuperscript{[3]}. Solve the problems faced by ideological and political work at this stage\textsuperscript{[4]}. Let ideological and political work truly enter the daily lives of students, and strive for great ideals in practice.

2. Characteristics of Ideological and Political Work in Colleges and Universities in the Network Era

2.1. Ideological and Political Work in Colleges and Universities Has Diversity of Methods and Channels

The Internet has brought more channels and methods to college ideological and political work, changed the traditional single classroom written teaching method, and made ideological and
political work more colorful. First, teachers and students can obtain ideological and political information and resources through the Internet. The Internet can disseminate information fast, wide in scope, and low in price. As long as they have a mobile phone or computer, students can obtain a large amount of cutting-edge latest ideological and political news and ideological and political information through the Internet, and teachers can also learn and use advanced ideological and political teaching experience through the Internet. Second, teachers and students can teach or share information through the Internet, which greatly facilitates the work and study of teachers and students, and both parties can communicate more directly and quickly through the Internet. Third, integrate ideological and political education and work into the network, which can be displayed in the form of videos, animations, sitcoms, etc., enriching the methods of ideological and political education, and narrowing the distance between students, and the network provides a large number of famous teachers Lectures will also attract students' interest in studying and studying ideological and political affairs. Therefore, the ideological and political work of colleges and universities in the Internet age presents the characteristics of diversified methods and channels.

2.2. Ideological and Political Work in Colleges and Universities Has Timeliness and Pertinence

The Internet speeds up the speed of information dissemination and speeds up the speed of ideological and political work, making ideological and political work more time-effective and pertinent. Take the convening of the Fifth Plenary Session of the Nineteenth Central Committee of the Party as an example. The network has realized all the tracking and reporting of the meeting content and the meeting process, and even realized the whole live broadcast of the meeting. Colleges and universities can listen to and learn from the meeting through the network course. To spread the important spirit and instructions of the conference, and to focus on explaining and demonstrating the parts that students can practice, so as to improve the relevance and integration of ideological and political construction and student life. There are also some ideological and political work content specifically for college students, such as youth college studies, etc., to attract students to understand the history of the party and the country in a way that students can accept, and to enter Xi Jinping's new era of socialism with Chinese characteristics.

3. The Status Quo of Ideological and Political Work in Colleges and Universities in the Network Era

3.1. Work Innovation Has Increased

Network era college ideological instruction work generally presents the status quo of innovation rich, all levels of people from all walks of life can fully realize the ideological work to young students the importance of good work for education and teaching gave full attention to, education increasingly positive work environment, this to a certain extent, promote the construction of university's ideological work. The advanced and convenient conditions brought by the network era to the ideological and political work construction in colleges and universities have been widely applied. From the ideological and political theory construction achievements and the ideological and political teaching achievements, the ideological and political construction has achieved great success. But also faced with problems and challenges in the work of college ideological and political education class difficult to get rid of the pure theory lecture, education practice is not rich, ideological education is influenced by the network environment, the widespread popularity of the Internet is a double-edged sword, with rich information at the same time, also bring complex external information, bring great challenge for college ideological instruction work.
3.2. Interdisciplinary Integration

In the network era, ideological and political work is no longer a simple sermon or lofty truth, ideological and political work should be integrated and crossed with all aspects, and only through integration and crossover can ideological and political work be more grounded and better connected with students. Cross-integration is first reflected in the cross-integration among disciplines. Ideological and political content should be interspersed in the teaching of each discipline to guide students to establish correct values, outlook on life and world view. Experience the charm of ideology and politics in the vivid study of professional subjects. Moreover, cross-fusion is reflected in daily life, and the network provides more convenient conditions for cross-fusion. The slogans and community activities about the theme education can be seen everywhere in daily life, which add the color of ideological and political life. Cross-integration is also reflected in relaxation and entertainment. For example, we can often see all kinds of movies and TV plays with theme education on the Internet. While entertaining and relaxing, they also receive ideological and political education virtually.

3.3. Teaching is More Vivid

The rigid indoctrination of ideological and political work does not really make the ideological and political work deeply rooted in the hearts of the people, and the rich entertainment activities and educational methods make the majority of college students have higher requirements for the vividness of ideological and political work. At this stage, some colleges and universities are planning ideological and political stories by students to spread correct and correct ideological and political concepts, so that students can blend in and feel the power of ideological and political. There are also colleges and universities through the ideological and political explanation contest, attracting students to participate in the competition, mobilizing students' strength, and constantly innovating ideological and political teaching. The vivid characteristics of ideological and political work in colleges and universities in the Internet age are particularly prominent, changing the monotonous and boring image of the past, and truly entering student life and learning, allowing students to feel the charm and practicality of ideological and political construction and ideological and political related courses.

4. Problems Existing in Ideological and Political Work in Colleges and Universities in the Network Era

4.1. The Network Environment is Complex and Changeable

There are huge uncertainties in network information, and a large number of false news and rumors have seriously affected the quality of information acquisition by college students. The openness and diversity of information has brought new difficulties and challenges to ideological and political work. The Internet provides everyone with the opportunity and power to express, and it also provides space for survival of false information. Therefore, based on the entire Internet age, ideological and political work is facing a more complicated external environment than before, and young college students are extremely vulnerable to bad information in the early stages of life, which in turn affects students' value judgment and value choices. Moreover, the spread of harmful spam information through the Internet can affect more people more quickly, and it is not easy for relevant departments to crack down and control.
4.2. The Work System is Relatively Backward

Compared with the rapid development of information network technology, the ideological and political work system of colleges and universities has not fully kept up with the pace of development of the times. Communication and communication in the Internet age are extremely virtual and anonymous. These characteristics of the Internet age have made it more difficult for colleges and universities to carry out ideological and political work in the new era. Among them, the high degree of communication and interaction in the online world is more complicated, and ideological and political work in universities can no longer simply use the past education and work models. Most ideological and political work in colleges and universities still focus on pure theoretical teaching, supplemented by a small amount of online teaching. In the Internet age, it is difficult to attract students' interest and cater to their hobbies, and it is difficult for students to truly accept the charm of ideological and political affairs from the bottom of their hearts and strengthen their ideals and beliefs. Ideological and political work in colleges and universities must innovate and improve the system and methods of ideological and political work, and combine the characteristics of the Internet era to establish an online and offline ideological and political work mechanism, so that ideological and political work and students’ daily study and work can be integrated, and students love to see To carry out ideological and political work in a way.

4.3. Internet Addiction is Getting Worse

Network technology provides convenient tools for communication among college students. Application software such as WeChat allows students to keep in touch anytime and anywhere, but also makes some students over-indulge and rely on the Internet. Over-reliance on the online world makes these students' ability to behave and communicate in real life decline. Ideological and political education, as an educational activity closely related to human social activities, has left the real life and the foundation of education. Ideological and political education focuses on contributing oneself in social life and realizing the value of life. Therefore, for the network To some extent, the over-dependence of ideological and political education is not conducive to the development and practice of ideological and political education.

5. Countermeasures and Suggestions for the Development of Ideological and Political Work in Colleges and Universities in the Network Era

5.1. Govern the Network Environment and Strengthen Network Information Supervision

The harsh network environment brings many challenges and adverse effects to ideological and political education in the network era. In order to solve the network problems, we must start from the source, govern the network environment, severely punish the criminal behaviors such as issuing false news, and thus purify the network environment. We will accelerate efforts to make the Internet real-name, make every netizen accountable for the information he or she sends online, and realize that the Internet is not a lawless place. At the same time, the construction of network legal system should be strengthened, relevant news publishers and marketing numbers should be more strictly controlled, and their qualifications should be strictly checked before they enter the market formally, so as to avoid a small number of journalists with low ideological and political consciousness and incorrect values from entering the market and affecting the thoughts of young students. Strengthen the supervision of network information also require technical department to improve technology, break through technical bottlenecks, better to regulate information through information means, especially harmful information, improve the ability of technology resource, reduce harmful network
information the influence of the ideological and political work in colleges and universities, better
guide students to establish correct world outlook, the outlook on life, the values of science.

5.2. Build an Online Ideological and Political Education Platform
The Internet age requires colleges and universities to make more use of the Internet for ideological
and political work. In order to make better use of the conditions of the times and the benefits of
technological progress, relevant departments should build an online ideological and political
education platform. The online ideological and political education platform integrates ideological
and political resources, ideological and political education experience, ideological and political
activities, etc., which can greatly facilitate the learning of students and the sharing and exchange of
teachers. At the same time, through the opening and sharing of information between universities,
the effect of one plus one is greater than two can be achieved. In addition to querying and
communicating ideological and political information, the online ideological education platform can
also conduct self-study directly through the online platform. Students can access ideological and
political knowledge and ideological and political information anytime and anywhere, and express
personal learning opinions and questions. Capable students can answer, realize the interaction
between students. In addition, teachers can post learning tasks or exams through the online
ideological and political education platform to promote the informatization and digitalization of
online education, facilitate teacher teaching, and bring convenience to teachers and students.

5.3. Use the Internet to Conduct Ideological and Political Propaganda and Education
Network dissemination of information has the characteristics of fast speed and wide range. College
students, as one of the largest audiences of the Internet, are quite sensitive to network information.
Therefore, it is feasible to make full use of the Internet for ideological and political propaganda and
education. For example, the youth major study, which aims at the subject group course education
for college students, explains the history of the Party and the country and explains the country's
major principles and policies through student representatives or youth representatives, which has
won unanimous praise and warm response among the majority of young students. Strengthen the
ideological and political education webpage construction, related software construction, for students
ideological and political learning to provide more adequate network conditions. In addition, relevant
departments of the state can also integrate ideological and political construction into film and
television production, shoot themed films, TV series, variety shows, etc., and develop ideological
and political theme games, so that the majority of college students can internalize ideological and
political knowledge in their hearts happily and put their lofty ideological and political ideas into
practice.

5.4. Building a New Era Ideological and Political Teaching Team
In order to further strengthen the ideological and political education of colleges and universities,
better meet the needs of students, understand their needs, and show the charm of ideology and
politics to students in a way that they love to hear, they should build a team of teachers who are
good at using online resources and information and have a young mentality. Teachers are the core
of ideological and political work in colleges and universities. Only teachers can make better use of
network carriers in the Internet age, understand the hotspots that students care about in the current
era, and better grasp the students' mentality, in order to accurately implement policies and
determine the methods and methods of student ideological and political education And pattern. On
the one hand, teachers should pay attention to the use of network technology to teach and
communicate with students. On the other hand, they should guide students in the correct use of network technology and realize that the network is a double-edged sword. Students should be encouraged to search for information through the Internet, but avoid incidents. Rely on the Internet and divorce from real life. Teachers must continue to strengthen their own ideological and moral cultivation and political awareness, to ensure that they continue to make progress in their work, and to provide students with valuable information. On the other hand, we must also pay attention to close the distance with students, integrate into students' life and study, understand their thinking and behavior, so that students and teachers can have more common language and topics, and truly achieve ideological and political education deeply rooted in the hearts of the people.

5.5. Promote Networking and Normalization of Ideological and Political Work

Ideological and political education in colleges and universities is not limited to the classroom and study, life can become the classroom of ideological and political education everywhere. To promote the normalization and networking of ideological and political work. For example, each university can, according to its own situation, carry out the school moral model selection, tell the glorious moral deeds of the university, so as to guide students to establish correct values. Colleges and universities can also invite experts and scholars to share their ideological and political opinions through regular political lecture halls. In addition to the school, the class and the group can share their own ideological and political life and thinking, and they can record and share the team's ideological and political achievements and experience by creating public accounts, so as to provide more people with learning and reference.

6. Conclusion

The Internet era has endowed the ideological and political work of colleges and universities with new characteristics of The Times and brought opportunities as well as new challenges. Therefore, ideological and political workers in colleges and universities should combine the characteristics of The Times and problems of ideological and political work, and combine the practical conditions to give concrete and feasible measures. Governance network environment is the foundation, in a good environment to build network ideological education platform, make full use of network resources, the construction of teaching team of the network age, ideological and political education work to promote the normalization, network, and a new generation of youth's ideal and faith, for the cause of socialism construction, realize the great Chinese dream to make a greater contribution.

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